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Advertising Age

Crain's International Newspaper of Marketing

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U.S. ADVERTISING AGENCY PROFITS

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Agency of the Year

Estimations: An advertiser survey

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Advertising Age

Crain's International Newspaper of Marketing

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U.S. agency income surges 17%

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By R. CRAIG ENDICOTT

Continued growth in the U.S. economy in 1984 enabled the U.S. advertising agency industry to increase worldwide gross income by 17% over 1983, to \$7.23 billion, on worldwide billings of \$49.36 billion, up 17.3% from 1983.

U.S. gross income increased 18.3%, to \$5.34 billion, and U.S. billings jumped 18%, to \$36.56 billion, as U.S. gross income and billings increased a percentage point to 74% of world gross income and billings, according to ADVERTISING AGE's 41st compilation of U.S. agency data.

The survey is based on year-to-year data supplied by 619 agencies, the preponderance of total gross income and billings coming from the 162 agencies that fall within ADVERTISING AGE's top two of four categories used to group agencies in this issue.

Those categories, Nos. I and II, made up of agencies reporting \$5 million or more in gross income, contributed 91% of worldwide gross income and billings for both 1983 and 1984 among the universe of 619 U.S. agencies monitored.

The Young & Rubicam agencies continued to head all others in world income with aggregate gross income of \$480.1 million, and Ted Bates Worldwide held on to the No. 2 position with \$424.4 million as the remaining agencies in the top 10 elite played musical chairs. Doyle Dane Bernbach International was the only agency to leave the group, being replaced by Grey Advertising.

Similar shuffling occurred among the top 10 agencies in world billings following the \$3.2 billion from No. 1 Young & Rubicam, the

perennial leader.

Ogilvy & Mather squeezed past Ted Bates and J. Walter Thompson Co. into No. 2, while a shuffling of positions characterized the remaining slots. The only agency to exit the world billings chart was SSC&B:Lintas International, giving way to Doyle Dane Bernbach International.

The story among this grouping was Ogilvy & Mather's quick surge behind Y&R, propelled by its strong U.S. base. This was

evidenced by a similar rise by O&M from No. 4 to No. 2 in U.S. gross income behind Y&R. The spurt, which supplanted Ted Bates, was fueled by an increase of 32.5% in U.S. income.

O&M credits this strong stateside performance to \$300 million in new assignments picked up from existing clients, primarily American Express, AT&T, Mattel, Sears, Roebuck & Co. and Kimberly-Clark.

There were no new en-

tries to the U.S. income top 10 chart.

The prospect of repatriating U.S. dollars to foreign countries, which often has lured foreign agencies to shop stateside for clients and agencies—perhaps more so now than before with the dollar still peaking—was behind the move by Paris-based Eurocom to re-enter the U.S. market by buying 51% of Y&R-owned Marsteller Inc. Marsteller, merged with Eurocom's Havas Conseil, is now No. 22 and re-named HCM.

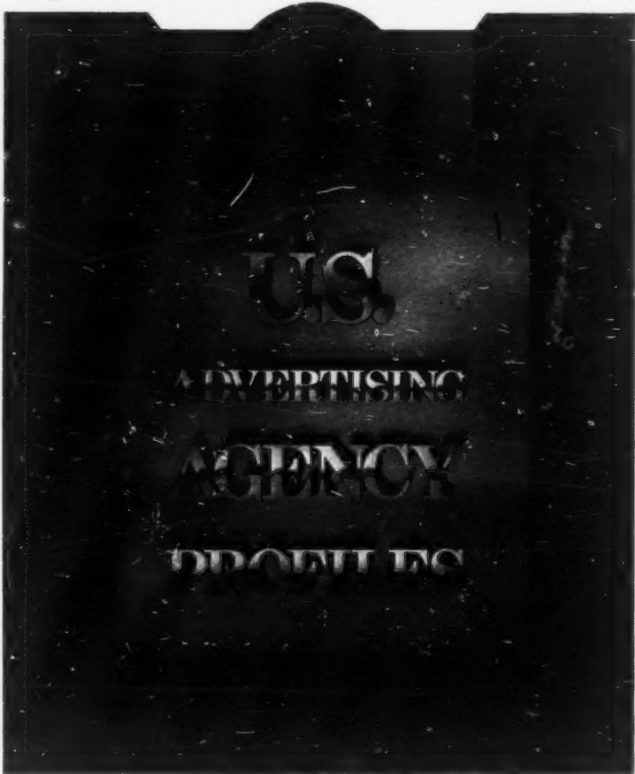
Geers Gross, the public U.K. agency whose major advertising activity is through its New York unit, also sold a minority interest to Eurocom. Eurocom's last dally in the U.S. market was in 1979 when it bowed out of Kelly, Nason, a shop it had taken over two years earlier.

McCann-Erickson Worldwide, the largest agency among the Interpublic Group of Cos., again outdistanced the rest of the field in the non-U.S. billings category with total foreign billings of \$1.38 billion. J. Walter Thompson Co. stayed close in the second position with \$1.25 billion. Saatchi & Saatchi Compton Worldwide, aided by a 28.7% increase in non-U.S. billings from 1983, pushed Ted Bates out of third place with \$1.21 billion from clients abroad. This was the only position change among the top 10.

Further evidence of the importance of foreign billings among these three leading agencies is their high percentage of non-U.S. billings to total capitalized billings. At McCann-Erickson, it was 63.6%, JWT 46.2% and Saatchi & Saatchi Compton 52.5%.

Saatchi & Saatchi Compton was perhaps the most aggressive player among the top 10 agencies. The agency, whose British owners entered the U.S. ad scene through the

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Cover graphics by Avalon Studio, Chicago

Top 10 agencies in world income

(Gross income in \$000,000)

Rank '84 '83	Agency	1984	1983	% chng
1 1	Young & Rubicam	480.1	414.0	16.0
2 2	Ted Bates Worldwide	424.4	387.9	9.4
3 4	Ogilvy & Mather Intl	421.0	345.8	21.7
4 3	J. Walter Thompson Co.	405.8	368.3	10.2
5 6	BBDO International	340.0	292.0	16.4
6 7	Saatchi & Saatchi Compton	337.5	253.3	33.3
7 5	McCann-Erickson	325.2	267.2	21.7
8 9	Foote, Cone & Belding	268.5	208.4	28.9
9 8	Leo Burnett Co.	253.5	216.5	17.1
10 12	Grey Advertising	224.2	183.5	22.2

Top 10 agencies in U.S. income

(Gross income in \$000,000)

Rank '84 '83	Agency	1984	1983	% chng
1 1	Young & Rubicam	323.1	274.4	17.8
2 3	Ogilvy & Mather Intl	270.5	204.1	32.5
3 2	Ted Bates Worldwide	263.2	244.4	7.7
4 4	BBDO International	235.0	199.0	18.1
5 5	J. Walter Thompson Co.	218.2	188.3	15.9
6 6	Foote, Cone & Belding	196.9	158.9	23.9
7 8	Leo Burnett Co.	163.2	135.0	20.9
8 10	Saatchi & Saatchi Compton	157.4	110.9	42.0
9 9	Grey Advertising	155.1	125.1	24.0
10 7	Doyle Dane Bernbach Intl	154.1	144.6	6.6

Top 10 agencies in world billings

(Billings income in \$000,000)

Rank '84 '83	Agency	1984	1983	% chng
1 1	Young & Rubicam	3,202.1	2,761.4	16.0
2 4	Ogilvy & Mather Intl	2,887.9	2,360.4	22.3
3 2	Ted Bates Worldwide	2,839.2	2,586.1	9.8
4 3	J. Walter Thompson Co.	2,706.7	2,456.2	10.2
5 7	Saatchi & Saatchi Compton	2,301.7	1,710.6	34.6
6 6	BBDO International	2,275.0	1,969.0	15.5
7 5	McCann-Erickson	2,169.4	1,782.2	21.7
8 9	Foote, Cone & Belding	1,802.3	1,405.6	28.2
9 8	Leo Burnett Co.	1,734.8	1,485.3	16.8
10 11	Doyle Dane Bernbach Intl	1,510.6	1,321.0	14.4

Top 10 agencies in non-U.S. billings

(Billings income in \$000,000)

Rank '84 '83	Agency	1984	1983	% chng
1 1	McCann-Erickson	1,378.9	1,145.9	20.3
2 2	J. Walter Thompson Co.	1,251.4	1,200.7	4.2
3 4	Saatchi & Saatchi Compton	1,208.4	938.8	28.7
4 3	Ted Bates Worldwide	1,084.4	957.1	13.3
5 5	Ogilvy & Mather Intl	1,083.6	999.0	8.5
6 6	Young & Rubicam	1,047.0	931.2	12.4
7 7	SSC&B:Lintas	815.6	708.9	15.1
8 8	BBDO International	694.0	620.0	11.9
9 9	D'Arcy MacManus Masius	629.6	546.1	14.4
10 10	Leo Burnett Co.	601.9	571.2	5.4

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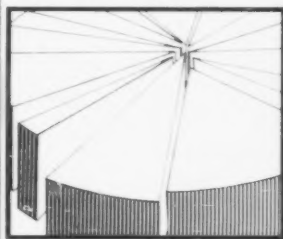
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Ad Age honors BBDO as Agency of the Year

By STEWART ALTER

Philip Dusenberry shrugs off a question about his philosophy of advertising, saying it's hard to summarize.

But then, the vice-chairman and executive creative director at Batten, Barton, Durstine & Osborn recalls the advice he gives to the people who work for him: "Don't get happy too soon with the first idea that comes into your head" and "if it feels or sounds familiar, don't do it."

Those guidelines may explain why BBDO last year proved that advertising rules were made to be broken, especially in an age of increasing commercial clutter. This fresh approach won BBDO the 1984 Agency of the Year award from ADVERTISING AGE.

BBDO Inc.—which encompasses the New York, Detroit and Minneapolis shops—did not just slip out of the creative straitjacket in a couple of highly publicized instances. In one product category after another, BBDO found ways to avoid the familiar.

BBDO abandoned the seemingly mandatory theme-song and lifestyle approach for soft drink advertising—approaches the agency introduced to the category for longtime client Pepsi-Cola Co. Similarly, BBDO replaced the usual suffering faces in cold remedy advertising with lively feet and an upbeat theme for Menley & James Laboratories' Contac.

When BBDO came up with alternatives, it did not turn to arresting production techniques for their own sake. The new approaches were married to sound strategies. Cars drove up buildings and into dreamland to combat Dodge's staid image; fragmented closeups and intimate dialog were used to help Diet Pepsi target the sophisticated low-cal sipper, and an intense zoom-in shot was used to capture the muscle of Black & Decker's power tool heritage.

The agency demonstrated mastery over a range of techniques, from presenting facts to projecting images. BBDO applied wit to Black & Decker's Car Vac, Gillette's Dry Idea and Campbell Soup Co.'s Chunky Soups. It used warmth for General Electric and Home Box Office.

And at a time when the argot of advertising increasingly is being translated from the world of cinema and pop music, this 94-year-old agency proved itself among the more fluent in the language of a "whole new generation."

Its standout campaign of the year had to be the Pepsi-Cola USA work. While its advertising for Pepsi always has been among its best, BBDO broke tradition last year with its "Choice of a New

Generation" campaign. The long Coke vs. Pepsi battle over which one could sing a better jingle or portray people having more fun at picnics finally came to an end, or at least entered a lull.

With what it called its "leading edge" strategy, BBDO tried to reach out to the new, younger generation in their own language and not through any single campaign format.

Michael Jackson filled the bill by singing for Pepsi an adaptation of his "Billie Jean."

None of the other new commercials for Pepsi had music. Instead, the spots were takeoffs of popular science-fiction movies such as "E.T." and "Close Encounters of the Third Kind," or the spots created their own format, such as the Cannes Gold Lion award-winning commercial in which a young man opens, pours and drinks Pepsi over a sound truck's microphone to stimulate sales to hot, thirsty beachgoers.

These commercials were the result of a process that would have been impossible even in the recent past at BBDO, a strategy-oriented, research powerhouse. The Pepsi campaign "was a creative intuition that became a strategy and the creative theories turned out to be strategically correct," says Allen Rosenshine, chairman-chief executive officer of the agency, who on April 1 will succeed Bruce Crawford as president-ceo of the agency's parent, BBDO International.

Mr. Crawford, who then will become chairman, a post that has been vacant, until the end of the year when he will become general manager at the Metropolitan Opera in New York, took over as president of BBDO International in 1975, became ceo in 1977 and built the largely U.S.-oriented network into a multinational agency. Non-U.S. billings since that time have risen from \$147 million to \$694 million.

Over-all, the multinational parent had gross income of \$340 million on billings of \$2.28 billion in 1984.

The BBDO shop with New York, Detroit and Minneapolis offices being honored in this issue contributed \$92.6 million of the total gross income and \$617.5 million of total billings.

"The creative intuition was that there was too much similarity in the execution in the category, that Pepsi and Coke were too similar over the years, that other life-style executions were encroaching on them and muddying the soft drink imagery," says Mr. Rosenshine, who sees his task now as maximizing the potential of the international network Mr. Crawford built.

"Pepsi," he says, "in an ongoing fight with a larger company with

more money to spend, could not in the foreseeable future continue to see who could come up with a better song and prettier pictures."

Though the process didn't start with facts and figures and a strategic definition, it led to one, Mr. Rosenshine says.

"Pepsi could be seen as younger and more avant-garde and that Coke could not abandon its middle ground of Middle America and follow us there."

If BBDO proved that a top agency can be a creative leader, it also exemplified what the big agencies had to leave behind in the mid-1970s, when creativity was considered subordinate to strategy.

"I really agreed very much with Bill Bernbach that, of course, strategy was extremely important, but advertising agencies do not have an exclusivity on this expertise. It also exists among clients," Mr. Crawford says.

"I think if you want to stand out among people who practice this trade, you should be excellent at what is scarcest. One needs both marketing strategy and exceptional creative talent, but one is harder to come by," he says.

"In the mid-'70s, our creative work had slipped quite badly," says Mr. Crawford, whose credits include building the agency's international network and keeping its profit margins among the highest in the publicly owned sector of the industry.

"We lost a number of accounts then, and while we never knew exactly why, my feeling was we were not delivering the product as consistently," he says.

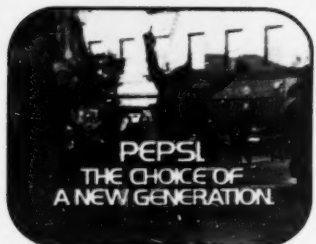
But building a creative reputation is not the same as simply desiring one. In tribute to its management, BBDO grasped relatively early why change was necessary, what was shifting in the world of advertising that undermined the strategy-creativity equation then in operation.

"We had a philosophy in the mid-'70s, and most people thought this, that strategy and execution were separate elements," Mr. Rosenshine says. The procedure then was that the strategy was developed and then "slipped into the cages of the creative animals, who masticated it and spewed it out, at which point it was determined whether the strategy was still on target or not," Mr. Rosenshine says.

Mr. Rosenshine was BBDO's creative director from 1975 to 1980. He spearheaded the movement to again mesh strategy and creativity. He became president in 1980, ceo in 1981 and chairman in 1983 when Mr. Crawford withdrew.

"What happened was parity products. When parity products develop creative strategies, they all

(Continued on Page 4)



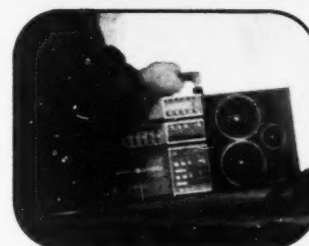
Pepsi struts to new beat with Michael Jackson.



Diet Pepsi gets subtle billing in father-daughter reunion.



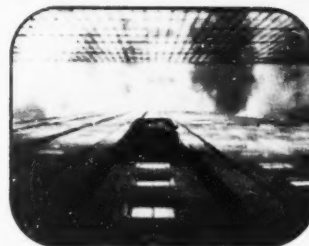
Black & Decker cosmic intro brings viewer in for a demo.



Far out GE spot augurs new age for audio equipment ads.



Sensuality, French patois bring home Pillsbury cake message.



Dodge spot transforms dreams into reality.



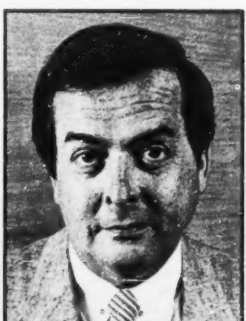
Phil Dusenberry shuns the familiar; urges flexibility.



Allen Rosenshine made strategy and creative execution inseparable.



Crawford has molded BBDO International into a profit machine.



Tom Clark oversees growth as president-coo of BBDO Inc.

BBDO wins

(Continued from Page 3)

come out the same," Mr. Rosenshine says, explaining why major ad agencies in general have reawakened to the virtue and necessity of creativity.

The use of line extensions and market segmentation by parity product marketers to differentiate themselves has added to the problem. "The problem of parity products was not overcome, but rather exacerbated by market segmentation," Mr. Rosenshine says.

The market pie was getting cut into thinner slices, and the result was a surplus of hard-hitting, rational creative executions that all sounded the same.

They all aimed to be authoritative, assertive, competitive and convincing about why the product they were selling was the best choice for the consumer, he says.

For BBDO, it became clear that the way to go was to leave the rational sell behind. "We are far more devoted now to the concept that advertising is a consumer experience with the brand. We are much more sensitive to and careful that the experience is enjoyable, pleasant, human, warm and emotional, while no less relevant from a sales-strategy viewpoint," Mr. Rosenshine says.

To accomplish this, he notes, the relationship between the creative and research departments had to change. "We went from being Jim Jordan's creative agency to being Phil Dusenberry's," he says. Mr. Jordan left the agency as president in 1978, soon after Mr. Crawford became ceo of BBDO International; Mr. Jordan subsequently has become a principal at Jordan, Case & McGrath, New York.

The first major sign that BBDO was becoming more of a creative force came in 1979. BBDO competed head-to-head against Young & Rubicam for the whole General Electric account—which both shared—and won with its "We bring good things to life" theme.

But, in 1980, the agency's efforts might have been derailed when it suffered what everyone at the agency acknowledges as a "shock" and a "blow"—it lost the Chrysler Corp. account, more than 20% of its business.

"The effect of that is that it taught us we could survive it," Mr. Rosenshine says. "It also taught us to make strategic choices about the business we would be going after. We began to have criteria for new business prospects. Crawford made the choice that we would only replace Chrysler with something with as much potential."

Chrysler returned its Dodge division to BBDO in 1982 and that car account since has become one of the agency's creative showpieces.

Ben Bidwell, exec vp, Chrysler Corp., has to get much of the credit for BBDO's new wave Dodge advertising. He brought in a reel that showed some automotive commercials, for the most part European, and very much new wave—the direction Mr. Bidwell wanted to go. "We said, 'Ben, if you're serious, we'll bring it to you, but you understand it will be controversial,'" says Tom



BBDO opts for active feet rather than sniffing noses for Contac cold remedy.

Clark, BBDO's president-chief operating officer.

It may have been controversial

within the ranks of Chrysler, but it was not particularly risky. "It might have been risky for a

nameplate that had a larger share of market and that had a prospect base which was healthy. In



Campbell Soup spot plays off "Risky Business" theme.



HBO spot reminds father and Kenny Rogers of the good times.



Sensuous women dress tastefully with Pierre Cardin.

Dusenberry plays creative hardball

Phil Dusenberry helped create the advertising that helped re-elect the President and found himself at the center of a minor controversy in the process.

The vice-chairman and executive creative director of Batten, Barton, Durstine & Osborn was a member of the Tuesday Team, the ad hoc group of advertising heavyweights who did the advertising for President Reagan's re-election campaign. It was Mr. Dusenberry who wrote and produced the 18-minute film that introduced the President on the closing day of the Republican National Convention.

Two of the networks refused to air the \$425,000 film, which even its critics conceded was a moving and beautifully photographed tribute. The networks said the film lacked balance and that showing it would have amounted to free advertising for the President. Some

observers objected to what they said was the film's implication that President Reagan personified the values of all America.

The characteristically low-keyed Mr. Dusenberry was unfazed by the fuss. "The film totally reflected the President and the optimism of America. It spoke to the people of America," he says.

Mr. Dusenberry believes the Tuesday Team's work in general brought a new dimension to campaigning. "I think it broke new ground for political advertising in that most political advertising, at least in times gone by, was amateurishly done," he says.

His Tuesday Team work wasn't the only notable extracurricular work for Mr. Dusenberry last year. Years ago, the rabid baseball fan (and one-time aspiring big-league catcher) wrote a screenplay for one of his favorite books, Bernard Ma-

lamud's "The Natural."

It met nothing but rejections and roadblocks before finally catching the eye of Robert Redford and making it to the screen last year. The film, which Mr. Redford directed and starred in, was a box-office hit and continues to be a popular videocassette offering.

There was a bit of controversy involved in "The Natural" also. As it neared production and encountered the inevitable rewriting, Mr. Dusenberry's name was dropped as author of the screenplay. He quietly but persistently protested and ultimately wound up in the credits as co-author.

The movie also was criticized for changing Malamud's bleak ending to an upbeat one. The happy ending, which Mr. Dusenberry cheerily concedes was all his doing, surprised no one who knows him or his advertising.

Criteria applied to selecting Agency of Year

ADVERTISING AGE's annual selection of Agency of the Year is based on evaluation, by a committee of the publication's editors, of the creative product of the nominated agencies.

The creative product, rather than business success or number of accounts gained, is given primary attention in order that agencies of all sizes and types can be considered for the annual award.

The creative product can include copy, creative strategies, merchandising, media planning, research and related factors.

An agency's business success and growth throughout the year is considered only to the extent that it is reflective of creative excellence.

Nominations for Agency of the Year are submitted to the editors by editorial staff members in all ADVERTISING AGE bureaus and of-

fices. While primary emphasis is put on nominations from members of the Ad Age staff, careful consideration also is given to the candidacies advanced by the agencies themselves.

Staff nominations result from the monitoring of the advertising agency business throughout the previous year in the course of covering the news.

This year, the final selection of the Agency of the Year came down to four agencies. BBDO faced stiff competition from Avrett, Free & Ginsburg, Chiat/Day and Young & Rubicam, but BBDO's innovative yet effective approach applied in its creative output separated it from the contenders.

Included in this issue are brief summaries and portfolios of these runner-ups considered in the final

round of judging. Check the contents strip on Page 1 for the location of the writeups on these candidates.

Past winners

Previous winners of the ADVERTISING AGE Agency of the Year award:

- 1983—Fallon McElligott Rice
- 1982—Ogilvy & Mather
- 1981—Ally & Gargano
- 1980—Chiat/Day
- 1979—Henderson Advertising
- 1978—N W Ayer and Young & Rubicam
- 1977—Needham Harper Worldwide
- 1976—DKG Advertising
- 1975—Leo Burnett Co.
- 1974—Scali, McCabe, Sloves

Dodge's case, that was not true," Mr. Clark says.

The commercials, the most prominent of which showed a car driving up a wall and carrying a young woman to a heaven where handsome bare-chested men ride around on white horses, have spurred positive results. Sales have risen and recent research showed the new imagery is attracting a younger, more upscale, more active car buyer—the campaign's goal.

It is this success that best points to what may be BBDO's major accomplishment: Breaking the rules to push through the clutter with executions that enhance, rather than undermine, the sales message.

The Black & Decker corporate campaign is another prime example of BBDO's ability to break the rules without undermining the message. In each Black & Decker commercial, the spot ends with the phrase, "Built like a Black & Decker."

"It breaks the rule that you always have to show what you're saying and say what you're doing," Mr. Dusenberry says, referring to the opening zoom shot that kicks off each spot. "It's a compelling visual that's so simple it allows you to listen to what's being said, even though the visual doesn't fit in with the words," he says.

Similarly, last year's Diet Pepsi commercials with their visually fragmented approach was a clutter-breaking idea. The film focused on faces of men and women engaged in private conversation, with "Pepsi" interspersed into their dialog.

"We're not used to hearing intimate dialog in commercials," Mr. Dusenberry says. "If they do, it's usually dialog about a product attribute."

But the technique was also meant to draw in the slightly more sophisticated target customer for the product.

BBDO has continued into 1985 with demonstrations of how creative style can enhance an ad message. A recent commercial for General Electric audio products shows a futuristic scene in which space travelers set a frozen civilization free with the power of music.

This becomes BBDO's third major campaign in the past year to go the futuristic or science-fiction route, the others being Pepsi and Dodge.

"Science fiction is an easy route to modernity and contemporary positioning," Mr. Rosenshine says.

"It allows companies like General Electric, Pepsi and Dodge, which have a traditionalism about them, to tap into a contemporary style of communication without having to create their own milieu, which could be in violation of the consumer's perception of them."

Dodge, in particular, is a case where today's products are way ahead of the company's old-fashioned image, Mr. Rosenshine says.

"Dodge's reputation, like BBDO's, has lagged and been mired too much in the past," Mr. Rosenshine says.

And BBDO, in transforming the image of clients, has shown a particular creative gift of self-rejuvenation. #

Advertisers draw bead on agency reputations

By JOSEPH M. WINSKI

J. Walter Thompson USA and Ogilvy & Mather are the nation's two best ad agencies, and Chiat/Day is the hottest, the nation's advertising directors say.

Those are some of the key findings of an exclusive ADVERTISING AGE poll of company ad directors across the country. Other results:

Which are the hottest agencies?

Rank	Agency
1.	Chiat Day
2.	Fallon McElligott Rice
3.	Needham Harper

- Awards do seem to matter.
- Less than half of the clients surveyed believe they will have the same primary agency five years from now.
- Nearly two-thirds of all clients surveyed have been approached by agencies seeking business within the past three months.
- Client satisfaction with agencies is lowest in the West.
- Female ad directors are more likely to dump their agencies than male ad directors.

This Survey of Agency Reputations, which will be repeated periodically to track changes, was conducted for Ad Age by SRI Research Center of Lincoln, Neb., in the last quarter of 1984. SRI questioned a random sample of 300 ad directors of companies with revenues of more than \$25 million a year. Questioning was limited to the top 20 U.S. markets.

Asked to name the agency that "provides the best over-all services and products," more ad directors named JWT than any other agency, but the margin over No. 2 Ogilvy & Mather was slim: 8.3% to 7.7% of responses.

Rounding out the best over-all agencies were Young & Rubicam, No. 3 (with 6.3% of the responses); Leo Burnett Co., No. 4 (4%); BBDO International and McCann-Erickson Worldwide, tied for No. 5 (3.7% each); Doyle Dane Bernbach International, D'Arcy MacManus Masius, Bozell & Jacobs and Foote, Cone & Belding, all tied for No. 7 (3% each).

JWT's reputation among ad directors is distinguished by its

across-the-board strength.

Of the six criteria by which respondents were asked to appraise agencies, JWT was judged best in five: Media planning and buying, account execs, marketing assistance, top management and research.

The numerical results were supported by followup questioning. Asked why they considered JWT to be the best agency, respondents invariably cited the agency's breadth. The ad director of a New York marketer said he was impressed by JWT's "total service concept." His counterpart at a Minneapolis-based food company cited the agency's "under-one-roof service."

Only JWT's relatively "poor" performance in creativity kept it from laying undisputed claim to the best agency title. JWT finished No. 4 in creativity. Few of the ad directors who picked JWT to be the best agency stressed creativity when explaining their choice.

Ogilvy & Mather's strength, on the other hand, derives largely from its creative output. That's the

Which agency is the best?

Rank	Agency	%*
1.	J. Walter Thompson	8.3
2.	Ogilvy & Mather	7.7
3.	Young & Rubicam	6.3
4.	Leo Burnett Co.	4.0
5.	BBDO International	3.7
	McCann-Erickson	3.7

* % responses

most critical criterion, according to the ad directors: 36% of them cited creativity as "the most important strength an agency must have."

They rated Ogilvy & Mather tops in creativity. Its hallmark is its "really good creative people," the ad director of a New York financial institution said.

Chiat/Day, the smallest agency to finish in the top three in any of the measured criteria, was ranked No. 2 by ad directors in creativity. The agency executives are "creative in a straightforward sense; they infuse humor and wit in their ads," said the ad director of a Dallas marketer. Doyle Dane Bernbach was No. 3 in creativity.

JWT, which has been one of the most aggressive agencies in self-

promotion, was the clear winner in top-of-mind awareness. Twenty-five per cent of the ad directors named JWT when asked to name the first ad agency that came to mind. Ogilvy & Mather finished second in awareness with 15% of the responses.

They were followed by Young & Rubicam (12%), BBDO International (11%) and Doyle Dane Bernbach (9%). The survey found a positive correlation between awareness of an agency and ad director perceptions of its strength.

Los Angeles-based Chiat/Day, probably best known for its work for Apple Computer, was judged by ad directors to be the "hottest up-and-coming agency" in the country.

Fallon McElligott Rice was No. 2 among the hottest agencies. "They've got the best copywriters in the business," one ad director said. Needham Harper Worldwide was No. 3 in the category.

The value of awards to an agency is much debated within advertising, but the ad directors indicated they are an important barometer. "Reputation and past awards" were cited most often—by 16% of the respondents—as the reason for picking an agency as the best.

The greatest weakness among agencies generally, the ad directors said, is their lack of knowledge of the client's business. That deficiency was mentioned by 20% of the directors, nearly three times the number who said poorly trained account execs were the biggest problem.

The survey turned up significant geographical differences in agency assessment. Ad directors in the West expressed the most dissatisfaction with their agencies. The biggest surprise was that ad directors in the West gave their agencies

lower scores for creativity, which much current opinion holds to be a forte of the West Coast agencies.

Despite Chiat/Day's West Coast base and the acclaimed work turned out by other California agencies such as the San Francisco offices of Ogilvy & Mather and Foote, Cone & Belding, only 30% of the ad directors in the West rated their agencies excellent in creativity, versus the 41% of the national sample who did so.

One theory: Ad directors compare their agencies' work with that of the best in the West—which is very good—and find their agencies wanting.

The West also was rated significantly lower in quality of account

the East respondents disagreed or strongly disagreed with the statement, "My current agency will still be my primary agency five years from now."

That compared with 31% in the West, 27% in the North Central area and 28% in the South.

Nationally, 31% disagreed. But with more than 15% saying they didn't know and 4% saying they were neutral, that left less than half of the advertisers nationally agreeing that they would have the same agency in five years.

Female ad directors appear to be more restive than their male counterparts. Some 38% of the women surveyed disagreed—including 17% who strongly disagreed—with

What are the most important agency attributes?

1. Creativity

Which agencies are best at that?

1. Ogilvy & Mather
2. Chiat/Day
3. Doyle Dane Bernbach

2. Account execs

1. J. Walter Thompson
2. Ogilvy & Mather
3. Leo Burnett Co.

3. Media

1. J. Walter Thompson
2. Leo Burnett Co.
3. BBDO International

4. Top management

1. J. Walter Thompson
2. Ogilvy & Mather
3. Young & Rubicam

5. Marketing

1. J. Walter Thompson
2. Leo Burnett Co.
3. Ogilvy & Mather

6. Research

1. J. Walter Thompson
2. Ogilvy & Mather
3. BBDO International

execs and top management. The West and South were both rated low in marketing skills. Ad directors in the South also rated their agencies relatively low in media planning and buying.

Ad directors in the North Central and East areas gave their agencies significantly better marks in creativity. The East scored high in account execs and top management.

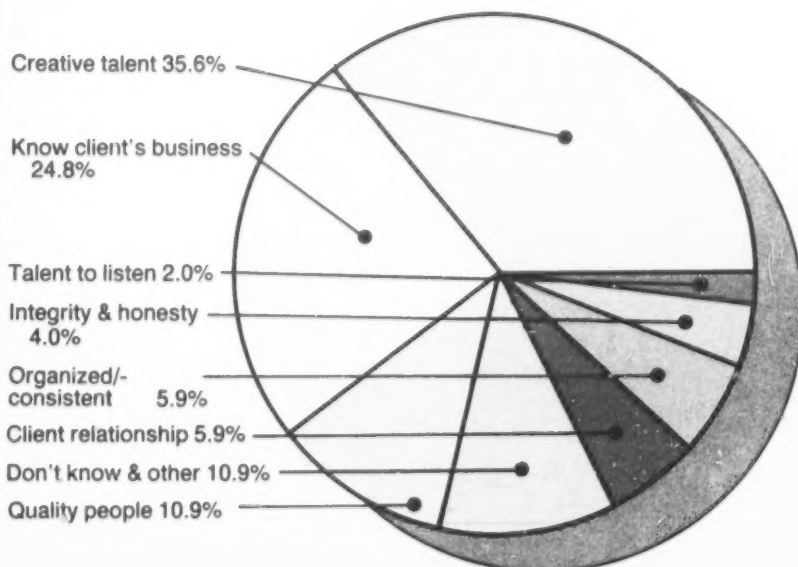
Nonetheless, a significantly higher proportion of ad directors in the East indicated they were likely to change agencies; 37% of

the statement that they will have the same agency in five years. Only 28% of the men disagreed, including just 7% who strongly disagreed.

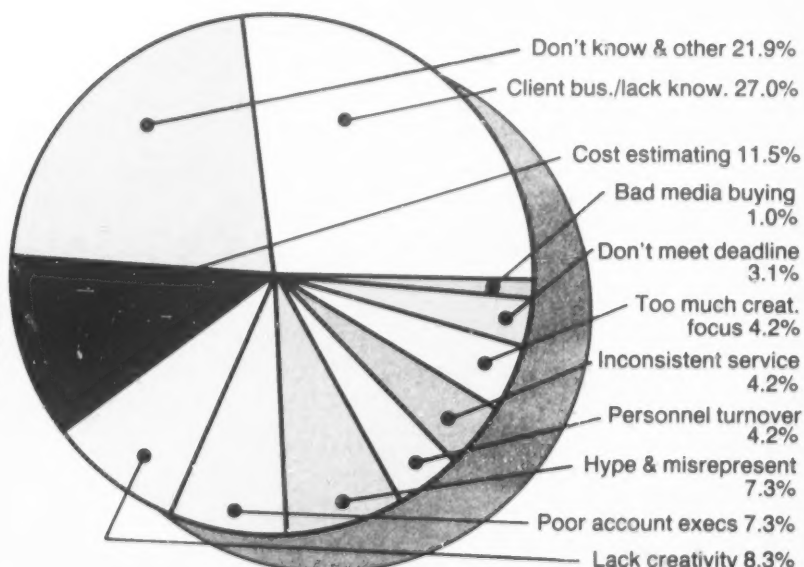
Agencies are feeding the restiveness: 65% of the clients surveyed said they had been approached by agencies seeking business within the previous three months.

For additional information on this survey, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb., 68510. Phone: (402) 489-0351.

Necessary agency strengths



Agency weaknesses



41st report on U.S. agencies

Profiles within this comprehensive listing of U.S. advertising agency business are arranged alphabetically in four income groups: I (\$15,000,000 or more), II (\$5,000,000-\$15,000,000), III (\$1,000,000-\$5,000,000) and IV (less than \$1,000,000). The III and IV agencies are also placed within their geographic areas. Many subsidiaries also are reviewed within the listing of their parent agency.

AC&R Advertising New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	16.4	12.9	26.8
Billings	98.7	82.6	19.4
U.S.			
Gross income	15.9	12.2	30.3
Billings	94.7	77.5	22.2
U.S. volume breakdown			
Media	76.9	59.4	29.4
Materials/services	15.3	15.2	0.5
Capitalized fees	2.5	2.8	-10.7

AC&R Advertising, New York, a subsidiary of Ted Bates Worldwide, reported gross income of \$16,389,000, of which \$504,000 was non-U.S. contributions, in 1984 on billings of \$98,660,000. In 1983, it reported gross income of \$12,924,000, of which \$730,000 was non-U.S. contributions, on billings of \$82,627,000.

The agency's 1984 U.S. volume of \$15,924,000 consisted of \$76,883,000 in media, \$15,278,000 in materials and services and \$2,520,000 in capitalized fees. Its 1983 volume of \$12,220,000 consisted of \$59,382,000 in media, \$15,247,000 in materials and services and \$2,821,000 in capitalized fees.

Overseas, its 1984 dollar volume of \$3,979,000 consisted of \$2,770,000 in media, \$542,000 in materials and services and \$667,000 in capitalized fees. Its 1983 foreign volume of \$5,177,000 consisted of \$3,721,000 in media, \$956,000 in materials and

services and \$500,000 in capitalized fees.

In 1984 the agency gained: Kellwood multiproduct apparel, Tiffen photographic filters, Ruffini men's sportswear designer, Wines of Bordeaux, San Juan, Puerto Rico, Convention Bureau, 3M Thinsulate thermal insulation products. It lost: Pulsar watches, Spring Mills apparel fabrics, Bigelow Sanford carpeting. It gained and lost no accounts overseas.

Billings breakdown: Newspapers 5.6%, magazines 32.4%, radio 1.3%, network tv 5.2%, spot tv 47.8%, outdoor 0.3%, business papers 7.4%. Employees: 240 in two offices. Top execs: Stephen Rose, chairman; Alvin Chereskin, president; Louis Miano, vice-chairman, creative services; Kaz Kudo, Sheldon Marks, exec vps-client services; Harry Koenig, exec vp-treasurer; Mort Weinstein, exec vp-mktg services.

Phone: (212) 685-2500.

Admarketing Inc. Los Angeles

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	28.1	26.8	4.9
Billings	171.3	146.3	17.1
U.S. volume breakdown			
Media	156.8	145.0	8.1
Materials/services	3.2	1.3	146.1
Capitalized fees	11.3	0	N/A

Admarketing Inc., Los Angeles, reported gross income of

\$28,100,000 in 1984 on billings of \$171,252,290. In 1983, it reported gross income of \$26,800,000 on billings of \$146,300,000.

The agency's U.S. 1984 volume consisted of \$156,800,000 in media, \$3,200,000 in materials and services and \$11,252,290 in capitalized fees. Its 1983 volume consisted of \$145,000,000 in media and \$1,300,000 in materials and services.

In 1984 the agency gained: Dakota Farms Cheese; Wilsey Foods—Saffola margarine, mayonnaise, safflower oil, Tablemaid light and regular spread and Goldensweet margarine, Georgia-Pacific's Household Chemical div.'s Perform brand spray starch, fabric softener, cleanser and glass cleaner and its Quik Fire, Aquachem, Wood New, House of Lee's oriental spices and sauces, American Dhul's Duly Flan, The Disney Channel, Select Tv, Preview, Los Angeles Raiders, C&R Clothiers, Hartfield Zody's—Zody's discount department stores, Jet Pac. It lost: Regal Vitamin, Oak Communications' ON TV, Raleigh Hills Hospitals, La Victoria Foods, Jet America.

Billings breakdown: Newspapers 3%, magazines 2%, supplements 4%, radio 8%, spot tv 75%, outdoor 1%, business papers 1%, transit advertising 2%, point of sale 2%, direct mail 1%, other 1%. Employees: 275 in three offices. Top execs: Jack Roth, president-ceo; Robert Recht, chairman; Robert Roth, treasurer; Martin Cagan, exec vp; Ed Moisselle, Harv Kauffman, George Abdell, Tony Naish, Julian MacDonald, senior vps; Marilyn Edwards, Patricia Gleason, Larry Mandel, Charles Katz, Bill Tollis, John

I agencies: \$15,000,000 +

Bamberer, Amnon Mizrahi, vpa.
Phone: (213) 203-8400.

Ally & Gargano New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	23.4	22.2	5.1
Billings	182.9	174.1	5.1

U.S. volume breakdown

Media	131.6	140.3	-11.8
Materials/services	29.2	16.1	25.4
Capitalized fees	31.1	8.7	258.8

Ally & Gargano, New York, reported gross income of \$23,365,000 in 1984 on billings of \$182,871,000. In 1983, it reported gross income of \$22,229,800 on billings of \$174,066,000.

The agency's U.S. 1984 volume consisted of \$131,571,000 in media, \$20,171,000 in materials and services and \$31,129,000 in capitalized fees. Its 1983 volume consisted of \$149,273,000 in media, \$16,117,300 in materials and services and \$8,675,700 in capitalized fees.

In 1984 the agency gained: Andrew Jergens Co., Bristol-Myers Datrii, Bryan Foods, Ciba Consumer Pharmaceuticals Corp., Polaroid Corp., RCA American Communications, Sun Banks of Florida. It lost: Canadair Ltd., Comprehensive Accounting Corp., Franklin Computers, Kloss Video Corp., Midway Airlines, National Football League Properties, Piper Air-

craft Corp., WYNY-FM.

Billings breakdown: Newspapers 10%, magazines 14.7%, radio 2.8%, network tv 26.7%, spot tv 42.5%, cable tv 0.8%, business papers 2.2%. Employees: 261 in one office. Top execs: Amil Gargano, chairman-president-ceo; Harold R. Weston, exec vp-ceo-secretary-treasurer; Michael Tesch, exec vp-associate creative director; Larry Dexheimer, senior vp-mktg & media services; Tom Messner, senior vp-creative group head-copy chief; Barry Vetere, senior vp-creative group head; Dennis Visich, senior vp-act mgmt services.
Phone: (203) 688-5300.

N W Ayer Inc. New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	104.7	97.4	7.5
Billings	751.7	685.0	15.6

U.S.			
Gross income	91.2	82.2	9.8
Billings	652.5	558.0	16.9

U.S. volume breakdown			
Media	567.7	423.0	34.2
Materials/services	84.8	67.0	25.5
Capitalized fees	0.9	0.0	N/A

N W Ayer Inc., New York, reported gross income of \$104,659,000, of which \$13,500,000 was non-U.S. contributions, in 1984 on billings of \$751,700,000. In 1983, it reported gross income of \$97,400,000, of which \$14,200,000

was non-U.S. contributions, on billings of \$650,000,000.

The agency's 1984 U.S. volume of \$652,500,000 consisted of \$567,700,000 in media and \$84,800,000 in materials and services. Its 1983 U.S. volume of \$558,000,000 consisted of \$423,000,000 in media, \$67,000,000 in materials and services and \$68,000,000 in capitalized fees.

Overseas, its dollar volume was \$99,200,000 in 1984 and \$92,000,000 in 1983, neither figure of which was broken out. Although the agency has no U.S. subsidiaries, figures include results of Ayer offices in New York, Chicago, Detroit and Los Angeles.

In 1984 the agency gained: J.C. Penney national retail advertising, AT&T Communications—added U.S. assignments, U.S. Dept. of Commerce's U.S. Travel & Tourism Admin., U.S. Army recruiting—renewal, Toshiba Inc.'s corporate. It lost: Sears' Business Systems Stores, Sterling Drug's Glenbrook Laboratories, Braniff Intl. CompuShop Inc., Time-Life Books direct response, Kraft's Breyers ice cream, AT&T Communications overseas.

Overseas, it gained: U.S. Travel & Tourism Admin., Bristol-Myers (Germany), BASF (Spain), BMW autos (Italy), Australian Air Force (Australia), Cunard Cruises (New Zealand), Wardair airline (Netherlands). It lost: Audi autos, Dunlop tennis rackets (Netherlands), Arnot Harper pet foods, Simmons bedding (Australia), Bonafeds supermarkets (Argentina), Duckworth Turner (New Zealand).

Billings breakdown: Newspapers 8.6%, magazines 18%, supplements 1.1%, radio 8.1%, network tv 46.8%, spot tv 11.1%, cable tv 0.3%, out-

door 0.4%, business papers 4.2%, direct mail 0.4%, other 0.3%. Employees: 2,300 in 18 offices worldwide; 1,265 in four U.S. offices.

Top execs: Louis T. Hagopian, chairman-ceo; Jerry J. Siano, vice-chairman-chief creative officer; David H. Means, Dominick F. Romi Jr., Patrick J. Cunningham, George H. Eversman, Jerry N. Jordan, Thomas Maxey, V. Hugh Wells and Theodore M. Regan Jr., exec vps; Bartine A. Stoner Jr., chairman-western div.; Robert P. Zabel, president-midwestern div.; Bertrand M. Lanchner, senior vp-secretary & counsel; John B. Roedig, senior vp-financial.
Phone: (212) 708-5000.

Backer & Spielvogel New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	38.3	51.6	14.9
Billings	388.7	344.1	14.9

U.S. volume breakdown

Media	201.6	334.8	16.9
Materials/services	N/A	N/A	N/A
Capitalized fees	6.1	9.2	-55.4

Backer & Spielvogel, New York, reported gross income of \$38,300,000 in 1984 on billings of \$388,700,000. In 1983, it reported gross income of \$51,600,000 on billings of \$344,100,000.

The agency's 1984 U.S. volume consisted of \$201,600,000 in media, \$0 in materials and services and \$6,100,000 in capitalized fees. Its 1983 U.S. volume consisted of \$334,800,000 in media, \$0 in materials and services and \$9,200,000 in capitalized fees.

In 1984 the agency gained: J.C. Penney national retail advertising, AT&T Communications—added U.S. assignments, U.S. Dept. of Commerce's U.S. Travel & Tourism Admin., U.S. Army recruiting—renewal, Toshiba Inc.'s corporate. It lost: Sears' Business Systems Stores, Sterling Drug's Glenbrook Laboratories, Braniff Intl. CompuShop Inc., Time-Life Books direct response, Kraft's Breyers ice cream, AT&T Communications overseas.

Overseas, it gained: U.S. Travel & Tourism Admin., Bristol-Myers (Germany), BASF (Spain), BMW autos (Italy), Australian Air Force (Australia), Cunard Cruises (New Zealand), Wardair airline (Netherlands). It lost: Audi autos, Dunlop tennis rackets (Netherlands), Arnot Harper pet foods, Simmons bedding (Australia), Bonafeds supermarkets (Argentina), Duckworth Turner (New Zealand).

Billings breakdown: Newspapers 8.6%, magazines 18%, supplements 1.1%, radio 8.1%, network tv 46.8%, spot tv 11.1%, cable tv 0.3%, out-

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Phone: (212) 708-5000.

In 1984 the agency gained: James Catto & Co.'s Steidl's wine cooler, Miller Brewing's Milwaukee's Best, Philip Morris USA's Parliament cigarettes, Quaker Oat's Celeste frozen pizza. It lost: Sony Corp. of America's Betamax video-

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story below left.

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Cpas verify '84 agency returns

This 1984 survey marks the first year ADVERTISING AGE has sought verification of an agency's domestic U.S. gross income by an outside accountant.

The step was taken to move toward greater assurance that the published figures are the most reliable that are available to those who need dependable information on agency performance.

Participating agencies with \$5 million in gross income or above in the 1983 issue were notified of this move toward verification in the fall of 1984 and were asked how they would respond.

Many of those responding said they would attach an accountant's signature. The agencies were informed at that time that such a signature would be purely voluntary, and that ADVERTISING AGE would make note of those who volunteered a signature.

Those agencies who provided a signature are noted in this issue by a check mark within a box (☑) in the profile of the agency. More than a third of the agencies in this 41st annual issue signed the following Ad Age statement:

The undersigned, acting as outside accountant for the agency, confirms that the U.S. income figure indicated above for the year 1984 reflects totals as entered on the books of the company for the period reported.

A number of cpa firms opted for greater clarification of the language and submitted their own finely tuned statements, which were accepted. Most of those adopted a statement drafted by the advertising committee of the New York State Society of CPAs. (See New York CPA statement in accompanying box.) That statement notes that a cpa's confirmation of the U.S. gross income does not constitute an examination (audit) in

accordance with generally accepted auditing standards; therefore, a signature would not mean that the cpa was expressing an opinion (which comes with an audit).

"An accountant would probably do the same thing with your statement as with ours," says Gene F. Gaughan, chairman of the New York State Society of CPAs, "only ours is in keeping with standards adopted for legal reasons by the profession."

Neither the Ad Age nor the New York CPA statement requires an audit, which can be expensive and is unnecessary in general for small agencies.

Those agencies whose cpa firms used this New York State Society of

CPAs' statement or a form of it in complying with the Ad Age verification request are noted in the issue with a dagger adjacent to the marked box (☑†). Alternate statements from accountants generally were accepted in this attempt to seek greater verification.

Despite the strong response from the accounting profession, a number of smaller agencies failed to respond to the AA questionnaire, probably because of the verification procedures. Some blame for this fallout also may be attributed to AA's newly computerized mailing sent to "agency principal." One such bittled exec wrote: "Sorry we're late, but our mail room doesn't know anybody by the name of agency principal."

NY cpa statement accepted

To agency board of directors:

We (the accounting firm) have applied certain agreed-upon procedures, as discussed below, to the accounting records of (give name of agency) for the year ended Dec. 31, 1984, solely to assist you prepare your report to appear in the "1984 Agency Income Report" to be published by ADVERTISING AGE on March 28.

It is understood that our report on your accounting records is solely for your information and is not to be referred to or distributed for any purpose to anyone who is not a member of management of your agency without our consent. You may attach a copy of this letter to your agency's report to ADVERTISING AGE.

Our procedure was to confirm total 1984 "U.S. Income" of (the amount is given) shown on line 1 of the agency income questionnaire agreed with the balances in general ledgers or other financial rec-

ords maintained by your agency and its U.S. affiliates.

Because the above procedure does not constitute an examination made in accordance with generally accepted auditing standards, we do not express an opinion on any of the accounts or items referred to above.

In connection with the procedure referred to above, no matters came to our attention that caused us to believe that "U.S. Income" should be adjusted. Had we performed additional procedures or had we completed or made an examination of the financial statements in accordance with generally accepted auditing standards, matters might have come to our attention that would have been reported to you.

This report relates only to the accounts and items specified above and does not extend to any financial statements of your agency taken as a whole.

Advertising Age

Crain's International

Newspaper of Marketing

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CHRISTOPHER, senior editor; PAUL L. ED-

WARDS, senior editor. Senior reporters:

JAMES P. FORKAN, PAT SLOAN, NANCY

GIGES, STUART J. ELLIOTT. Reporters: ROBERT

RAISSMAN, GAY JERVEY, SUSAN

SPILLMAN, STEWART ALTER, WILLIAM F.

GLODIE, BRIAN MORAN, VERNE GAY,

LISA PHILLIPS, KEVIN MCANUS, ANN

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MORAN, bureau chief. Reporters: SCOTT

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LEVIN, JULIE FRANZ, LAURIE SMITH, ad-

ministrative asst. to the editor. LOS AN-

GELES—JENNIFER FENDLETON, bureau

chief. Reporters: ROBERT MARICH, RUTH

STROUD, CHARLES P. WINGIS, CLEVE-

LAND HORTON, SUSIE YANAGI, editorial

asst. WASHINGTON—Reporters: STEVE

COLFORD, JANET MEYERS. DETROIT—

RALPH GRAY, bureau chief. Reporter: JESSE

SNYDER, PAT STERNAD, editorial asst. DAL-

LAS—TOM BAYER, bureau chief, SUSAN

GARLAND, editorial asst. INTERNATIONAL—DENNIS CHASE, international

editor (Chicago). JOHN WOLFE, asst. international

editor. ILSE CERMAK, copy editor.

LONDON—LAUREL WENTZ, European editor.

20-22 Bedford Row, London WC1R 4EB (01-

831-9681/5). REGIONAL—LISA WELLS, re-

gional news editor. PATRICK MCGEEHAN, re-

gional asst.

MIKE RYAN, asst. managing editor (opera-

tions). MARK WATANABE, asst. managing

editor (news). BOB ZENI, graphics editor.

TERRY PARKER, asst. copy editor. Copy edi-

tors: JIM MCGOWAN, DAN LIFFE. Editorial

asst.: ELAINE LINCOLN, DENISE O'NEAL

(research), WENDY KIMBRELL, KATHY WE-

LYKI. Editorial production—GAYLE BER-

NELL, WAGLEY, manager. RICHARD K.

SKREWS, ALFRED MATEE, asst. managers.

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I agencies: \$15,000,000 +

cassette recorders.

Employees: 544. Top execs: Carl Spielvogel chairman-ceo; William M. Backer, president; G. Robert Holmen, exec vp-chief operating officer; Robert H. Lenz, exec vp-creative director; Stephen Leff, exec vp-media services; Robert R. Meury, exec vp-copy chief. Phone: (212) 556-5200.

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Ted Bates Worldwide New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	424.4	387.9	9.4
Billings	2,829.2	2,586.1	9.8
U.S.			
Gross income	263.1	244.4	7.7
Billings	1,754.7	1,629.0	7.7
U.S. volume breakdown			
Media	1,362.5	1,293.1	5.3
Materials/services	154.6	150.6	2.6
Capitalized fees	237.7	185.2	28.3

Ted Bates Worldwide, New York, reported gross income of \$424,373,000, of which \$161,162,000

was non-U.S. contributions, in 1984 on billings of \$2,829,154,000. In 1983, it reported gross income of \$387,899,000, of which \$143,506,000 was non-U.S. contributions, on billings of \$2,586,064,000.

The agency's 1984 U.S. volume of 1,754,744,000 consisted of \$1,362,452,000 in media, \$154,636,000 in materials and services and \$237,656,000 in capitalized fees. Its 1983 U.S. volume of \$1,628,950,000 consisted of \$1,293,119,000 in media, \$150,586,000 in materials and services and \$185,245,000 in capitalized fees.

Overseas, its 1984 dollar volume of \$1,074,410,000 consisted of \$618,786,000 in media, \$60,606,000 in materials and services and \$395,018,000 in capitalized fees. Its 1983 foreign volume of \$957,114,000 consisted of \$589,191,000 in media, \$60,437,000 in materials and services and

\$307,486,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- William Esty Co.
- AC&R Advertising
- Campbell-Mithun
- Diener/Hauser/Bates Co.
- McDonald & Little
- Sawdon & Bess Advertising
- Stern Walter/Earle Ludgin

In 1984, the agency gained (for New York office only): Anheuser-Busch Michelob (blond and classic dark), Mars Inc.'s Uncle Ben's. It lost: Mobil Chemical Co., Beiersdorf, Duffy Mott, Rose Holland House.

Billings breakdown: Newspapers 7.1%, magazines 14%, supplements 1.2%, radio 4.6%, network tv 37.9%, spot tv 23.1%, cable tv 0.9%, outdoor 8.8%, business papers 1.5%, direct mail 0.3%, other 0.6%. Employees: 5,345 in 99 offices. Top execs: Robert E. Jacoby, chairman-

president-ceo and chairman-Ted Bates Advertising/New York; John R. Hoyne, exec vp, president-intl group; Duane W. Ragsdale, exec vp, director-corp. development; Stephen Rose, exec vp, president-U.S. Affiliates Group, chairman-AC&R Advertising; Donald M. Zuckert, exec vp, president-Ted Bates Advertising/New York; Michael L. Becker, exec vp, vice-chairman-chief creative officer-Ted Bates Advertising/New York; William H. Maynard Jr., vice-chairman, director-worldwide creative services; A. Michael Frothingham, senior vp, secretary-general counsel; Robert J. Preis, senior vp, chairman-finance committee; Donald P. Murphy, senior vp-cfo; Joseph Guistino senior vptreasurer; Elhanan C. Stone, senior vp, general counsel-operations, assistant secretary; Edward A. Cannata, senior vp, president-financial affiliates group.

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• and Jo Anne
Frost • and Red
Sullivan • and
Bobby Carter •
and Paul Williams •
and Newton • and
Peter Price • and E.G. Marshall
• and Gary Burghoff •
and Milton Berle • and
Tony Martin • and Jerry
Dennis • and Cesar
Newman • and Ginger
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Vallee • and Arthur Hill

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BBDO International New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	340.0	292.0	16.4
Billings	2,275.0	1,969.0	15.5
U.S.			
Gross income	235.0	199.0	18.1
Billings	1,581.0	1,349.0	17.2
U.S. volume breakdown			
Media	1,108.0	926.0	19.6
Materials/services	231.0	217.9	6.4
Capitalized fees	242.0	205.1	18.0

BBDO International, New York, reported gross income of \$340,000,000 in 1984, of which \$105,000,000 was in non-U.S. contributions, on billings of \$2,275,000,000. In 1983, it reported gross income of \$292,000,000, of which \$93,000,000 was in non-U.S. contributions, on billings of \$1,969,000,000.

The agency's 1984 U.S. volume of \$1,581,000,000 included \$1,108,000,000 in media, \$231,000,000 in materials and services and \$242,000,000 in capitalized fees. Its 1983 U.S. volume of \$1,349,000,000 consisted of \$926,000,000 in media, \$217,900,000 in materials and services and \$205,100,000 in capitalized fees.

Overseas, its dollar volume was \$694,000,000 in 1984 and \$620,000,000 in 1983. The figures included contributions of U.S. subsidiaries:

- Batten, Barton, Durstine & Osborn
- BBDO Chicago
- BBDO Direct
- BBDO/West
- BDA/BBDO
- Blair Advertising
- Caravetta Allen Kimbrough/-BBDO
- Doremus & Co.
- GM DuBois
- Hannaford Co.
- Quinn & Johnson/BBDO
- Marcoa Direct Advertising
- RC Communications
- Franklin Spier Inc.
- Tracy-Locke
- Waring & LaRosa
- Frank J. Corbett Inc.
- Lavey/Wolff/Swift
- Telerx Marketing

In 1984 the agency gained: Coldwell Banker. It lost: Firestone, Liberty Mutual. Overseas, it gained: Minolta cameras, Apple computers, KPI (Gulf Stations Europe), Rothman's cigarettes. It lost: Aspect Ltd., RWE.

Billings breakdown: Newspapers 10%, magazines 18%, supplements 1%, radio 9%, network tv 30%, spot tv 22%, cable tv 1%, outdoor 1%, business papers 4%, point of sale 1%, direct mail 1%, other 2%. Employees: 5,345 in 99 offices. Top execs: Robert E. Jacoby, chairman-

Profiles continued on Page 24

I agencies: 60 top \$15 million in gross income

World income rank		Agency	World gross income (\$000,000)		U.S. gross income (\$000,000)		World billings (\$000,000)		U.S. billings (\$000,000)		U.S. capitalized fees (\$000,000)		Total employees	
1984	1983		1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983
1	1	Young & Rubicam	480.1	414.0	323.1	274.4	3,202.1	2,761.4	2,155.1	1,830.1	0.0	0.0	8,418	7,745
2	2	Ted Bates Worldwide	424.4	387.9	263.2	244.4	2,839.2	2,586.1	1,754.7	1,629.0	237.7	185.2	5,345	5,124
3	4	Ogilvy & Mather International	421.0	345.8	270.5	204.1	2,887.9	2,360.4	1,804.3	1,361.4	0.0	0.0	7,428	8,030
4	3	J. Walter Thompson Co.	405.8	368.3	218.2	188.3	2,706.7	2,456.2	1,455.4	1,255.9	0.0	0.0	8,174	7,636
5	6	BBDO International	340.0	292.0	235.0	199.0	2,275.0	1,969.0	1,581.0	1,349.0	242.0	205.1	4,472	4,018
6	7	Saatchi & Saatchi Compton Worldwide	337.5	253.3	157.4	110.9	2,301.7	1,710.6	1,093.3	771.8	0.0	177.2	3,814	1,140
7	5	McCann-Erickson Worldwide	325.2	267.2	118.5	95.4	2,169.4	1,782.2	790.5	636.4	0.0	0.0	6,422	5,962
8	9	Foot, Cone & Belding Communications	268.5	208.4	196.9	158.9	1,802.3	1,405.6	1,324.4	1,075.5	0.0	0.0	5,832	4,468
9	8	Leo Burnett Co.	253.5	216.5	163.2	135.0	1,734.8	1,485.3	1,132.9	914.1	42.0	20.8	3,668	3,461
10	12	Grey Advertising	224.2	183.5	155.1	125.1	1,495.2	1,224.0	1,034.6	839.5	127.4	76.1	4,300	3,908
11	10	Doyle Dane Bernbach International	218.3	197.6	154.1	144.6	1,510.6	1,321.0	1,085.1	970.0	146.9	142.0	3,280	3,365
12	13	D'Arcy MacManus Masius Worldwide	198.6	173.0	106.9	91.6	1,337.5	1,156.5	712.9	610.3	0.0	0.0	3,583	3,626
13	11	SSC&B:Lintas Worldwide	182.9	155.5	62.2	50.8	1,230.3	1,047.5	414.6	338.7	0.0	0.0	3,765	3,705
14	14	Benton & Bowles	159.4	140.1	111.0	98.1	1,129.4	966.3	766.7	649.9	272.3	146.1	2,934	2,973
15	15	Marschalk Campbell-Ewald Worldwide	140.3	126.7	112.1	99.5	935.6	844.9	747.9	663.8	0.0	0.0	1,934	1,851
16	19	Needham Harper Worldwide	114.7	94.2	96.7	77.9	775.0	631.9	655.0	519.9	204.3	121.3	1,293	2,126
17	16	Dancer Fitzgerald Sample	110.4	105.0	109.2	94.1	758.0	726.1	750.2	627.0	0.0	0.0	3,352	3,175
18	18	N W Ayer	104.7	97.4	91.2	83.2	751.7	650.0	652.5	558.0	0.0	68.0	2,300	1,230
19	20	Wells, Rich, Greene	96.3	92.7	94.2	91.0	632.0	608.5	618.0	595.6	0.0	67.0	962	916
20	22	Bozell & Jacobs	94.2	74.4	92.5	73.5	671.0	557.0	660.0	551.0	114.0	86.0	1,650	1,350
21	21	William Esty Co. D	78.0	84.8	78.0	84.8	520.0	565.0	520.0	565.0	0.0	0.0	597	636
22	N/A	HCM O	75.3	59.9	30.6	28.1	502.0	399.1	204.0	187.1	59.5	43.5	1,329	N/A
23	24	Ketchum Communications	60.9	52.7	53.1	46.8	406.1	368.4	354.1	312.2	83.6	68.7	1,050	1,050
24	27	Backer & Spielvogel	59.3	51.6	59.3	51.6	395.7	344.1	395.7	344.1	4.1	9.2	554	514
25	23	Kenyon & Eckhardt	56.4	60.5	41.3	45.0	376.2	392.2	275.2	289.2	67.1	59.6	2,375	2,319
26	25	Cunningham & Walsh	53.3	52.7	53.3	52.7	370.0	366.0	370.0	366.0	18.8	18.3	600	711
27	29	Campbell-Mithun D	45.0	42.8	45.0	42.8	300.3	285.3	300.3	285.3	0.0	0.0	670	660
28	31	Scali, McCabe, Sloves H	44.6	35.2	30.5	23.6	307.0	229.2	209.5	158.8	0.0	0.0	635	583
29	28	HBM/Creamer	44.2	43.5	44.2	43.5	294.8	290.0	294.8	290.0	25.3	22.8	653	700
30	32	TBWA Advertising	40.5	35.0	10.9	7.7	270.0	237.2	72.8	51.0	0.0	0.0	523	502
31	33	Ross Roy Inc.	37.8	34.1	37.8	34.1	252.0	227.0	252.0	227.0	99.0	80.0	600	516
32	N/A	DYR Worldwide O	36.9	29.4	21.3	17.4	246.0	196.0	142.0	116.0	0.0	0.0	693	N/A
33	34	Della Femina, Travisano & Partners	33.0	30.8	33.0	30.8	220.0	205.0	220.0	205.0	23.1	21.4	370	363
34	36	Leber Katz Partners Advertising	32.4	29.2	32.4	29.2	279.3	251.0	279.3	251.0	36.1	31.4	285	300
35	44	Tracy-Locke V	32.4	22.8	32.4	22.8	239.8	198.1	239.8	198.1	15.9	45.2	476	341
36	35	Laurence, Charles & Free	32.3	29.3	32.3	29.3	215.0	195.0	215.0	195.0	12.0	10.0	205	197
37	38	Wunderman, Ricotta & Kline O	31.2	25.8	23.8	19.2	256.8	215.8	207.8	171.9	0.0	0.0	461	389
38	57	Lord, Geller, Federico, Einstein	29.8	14.4	29.8	14.4	207.2	98.2	207.2	98.2	12.7	12.1	257	198
39	42	Admarketing	28.1	26.8	28.1	26.8	171.3	146.3	171.3	146.3	11.3	0.0	275	275
40	56	Chiat/Day	27.8	14.8	27.8	14.8	226.6	138.4	226.6	138.4	42.8	34.5	300	240
41	41	McCaffrey & McCall □	27.5	23.9	27.5	23.9	183.4	159.9	183.4	159.9	0.0	0.0	340	330
42	37	Tatham-Laird & Kudner	27.1	27.0	27.1	27.0	226.0	224.0	226.0	224.0	84.2	85.4	377	375
43	39	W.B. Doner & Co. Advertising	26.9	24.8	26.9	24.8	179.0	165.0	179.0	165.0	27.7	26.2	424	395
44	52	Hill, Holliday, Connors, Cosmopolis	26.3	17.3	22.7	14.6	175.4	115.0	151.5	101.4	93.3	52.6	411	306
45	47	Jordan, Case & McGrath	24.2	21.0	24.2	21.0	165.1	147.8	165.1	147.8	25.3	28.7	205	170
46	30	Geers Gross Advertising	23.8	23.1	23.8	23.1	168.0	165.0	168.0	165.0	10.0	10.4	311	335
47	40	Doremus & Co. V	23.5	24.1	23.5	24.1	153.9	158.4	153.9	158.4	51.7	51.9	314	350
48	45	Ally & Gargano	23.4	22.2	23.4	22.2	182.9	174.1	182.9	174.1	31.1	8.7	261	244
49	43	Bloom Cos.	23.1	21.9	23.1	21.9	154.1	146.4	154.1	146.4	0.0	0.0	350	400
50	49	Keller-Crescent Co.	22.5	19.2	22.5	19.2	114.0	96.1	114.0	96.1	50.7	45.8	585	585
51	46	Dailey & Associates	22.2	21.5	22.2	21.5	147.9	143.5	147.9	143.5	0.0	0.0	245	301
52	51	Sudler & Hennessey O	20.5	17.5	16.4	13.5	136.7	117.0	109.4	90.0	0.0	0.0	280	265
53	50	Warwick Advertising	20.3	18.9	20.3	18.9	135.0	126.0	135.0	126.0	38.5	36.0	270	270
54	54	Rumrill-Hoyt □	18.2	16.2	18.2	16.2	121.6	108.1	121.6	108.1	0.0	43.2	306	241
55	53	MCA Advertising Ltd.	17.6	16.5	17.6	16.5	148.7	137.5	148.7	137.5	9.5	2.6	95	92
56	61	AC & R D	16.4	12.9	15.9	12.2	98.7	82.6	94.7	77.5	2.5	2.8	240	207
57	60	Medicus Intercon International △	16.2	13.4	6.7	6.0	135.9	117.9	61.1	52.7	42.7	38.0	290	250
58	55	Rosenfeld, Sirowitz & Lawson	15.6	14.8	15.6	14.8	121.5	115.0	121.5	115.0	28.6	26.0	202	202
59	68	Evans Communications	15.6	11.6	15.6	11.6	104.0	77.5	104.0	77.5	29.5	24.0	295	227
60	48	Nationwide Advertising	15.0	20.0	14.3	14.0	100.0	67.0	95.0	60.0	0.0	0.0	290	N/A

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In some cases, income and billings figures are included in the parent company totals on this chart. The following symbols indicate the parent companies in which this occurs:

Symbol	Parent company	Symbol	Parent company
O	Young & Rubicam	□	Saatchi & Saatchi Compton Worldwide
D	Ted Bates Worldwide	☆	D'Arcy MacManus Masius
+	J. Walter Thompson Co.	◇	Foot, Cone & Belding Communications
+	Ogilvy & Mather International	⬆	Doyle Dane Bernbach International
♥	BBDO International	△	Benton & Bowles

11 agencies: 102 reach \$5 million to \$15 million

World Income rank		Agency	World gross income (\$000,000)		U.S. gross income (\$000,000)		World billings (\$000,000)		U.S. billings (\$000,000)		U.S. capitalized fees (\$000,000)		Total employees	
1984	1983		1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983
61	67	Davis, Johnson, Mogul & Colombatto	14.1	11.8	14.1	11.8	101.4	78.9	101.4	78.9	8.9	6.9	191	180
62	N/A	Lewis, Gilman & Kynett ◇	13.8	11.7	13.8	11.7	91.7	77.8	91.7	77.8	29.4	26.8	225	N/A
63	63	Ohlmeyer Advertising	13.7	12.8	13.7	12.8	91.0	85.0	91.0	85.0	0.0	0.0	51	N/A
64	85	Ammirati & Puris Inc.	13.5	8.7	13.5	8.7	90.0	58.0	90.0	58.0	1.0	0.0	170	112
65	70	Geer, DuBois Advertising	13.5	10.8	13.5	10.8	90.0	72.0	90.0	72.0	0.0	0.0	160	140
66	82	William Douglas McAdams	13.5	12.0	13.5	12.0	90.0	80.2	90.0	80.2	29.6	20.7	171	165
67	65	Cole & Weber ☿	13.4	12.3	13.4	12.3	96.9	85.2	96.9	85.2	30.4	22.3	209	185
68	71	Muir Cornelius Moore	13.0	10.7	13.0	10.7	86.6	71.3	86.6	71.3	0.0	0.0	150	180
69	92	Ingalls Associates	12.7	8.0	12.7	8.0	85.0	60.5	85.0	60.5	23.0	21.0	240	175
70	N/A	Fahlgren & Swink	12.5	11.7	12.5	11.7	84.6	77.9	84.6	77.9	39.7	37.0	240	N/A
71	69	Sieber & McIntyre	12.5	11.2	11.9	10.3	83.5	74.2	79.2	68.3	51.1	47.7	162	174
72	N/A	Telephone Marketing Programs	12.3	10.0	12.0	9.8	83.0	67.5	80.0	65.0	0.0	0.0	551	N/A
73	66	Waring & LaRosa ♥	12.3	12.0	11.8	11.6	82.0	80.0	78.8	77.0	7.5	6.7	135	135
74	95	Earle Palmer Brown Cos.	12.1	10.6	12.1	10.6	84.4	50.1	84.4	50.1	0.0	0.0	250	160
75	58	Eisaman, Johns & Laws	12.1	14.3	12.1	14.3	80.4	95.3	80.4	95.3	4.1	2.7	135	170
76	83	Hicks & Greist	12.0	9.0	12.0	9.0	92.5	71.0	92.5	71.0	4.3	3.0	140	125
77	62	Diener/Hauser/Bates Co. ☐	11.4	12.3	11.4	12.3	112.4	124.6	112.4	124.6	0.0	0.0	171	204
78	72	Henderson Advertising	11.3	10.5	11.3	10.5	75.4	70.1	75.4	70.1	9.8	7.7	130	137
79	59	Kornhauser & Calene	11.3	14.3	11.3	14.3	120.4	150.1	120.4	150.1	8.4	12.9	137	182
80	78	Stone & Adler ○	11.1	9.2	9.8	8.4	82.2	61.6	72.7	55.9	61.3	50.5	176	155
81	77	Wyse Advertising	11.1	9.4	11.1	9.4	84.8	68.6	84.8	68.6	26.7	20.7	196	198
82	91	Direct Marketing Agency	11.0	8.3	11.0	8.3	50.2	40.1	50.2	40.1	46.0	37.4	78	54
83	86	McKinney Silver & Rockett	10.9	8.6	10.9	8.6	72.3	57.5	72.3	57.5	7.0	5.4	118	103
84	75	Kallir, Philips, Ross	10.7	9.9	10.6	9.9	98.4	86.0	98.0	86.0	65.3	56.6	157	140
85	89	Levine, Huntley, Schmidt & Beaver	10.6	8.5	10.6	8.5	71.3	56.8	71.3	56.8	11.6	5.2	126	98
86	73	Group 3hree Advertising Corp.	10.6	10.1	10.6	10.1	35.3	33.5	35.3	33.5	22.9	22.2	40	37
87	64	Nadler & Larimer	10.5	10.5	10.5	10.5	70.0	70.0	70.0	70.0	0.0	0.0	105	150
88	98	Fletcher/Mayo/Associates ☆	10.3	7.3	10.3	7.3	89.7	67.3	89.7	67.3	55.8	47.9	203	165
89	84	Avrett, Free & Ginsberg	10.1	9.0	10.1	9.0	87.0	82.0	87.0	82.0	0.0	0.0	76	68
90	80	Meldrum & Fewsmith	9.9	9.2	9.1	8.3	66.3	61.0	60.5	55.5	0.0	0.0	153	155
91	79	Al Paul Lefton Co.	9.4	9.2	9.2	9.0	62.4	61.3	61.4	60.0	0.0	0.0	166	165
92	119	Harold Cabot & Co.	9.2	6.9	9.2	6.9	60.2	44.9	60.2	44.9	9.0	7.2	107	101
93	108	Brouillard Communications ♀	8.9	6.5	8.9	6.5	63.0	43.9	63.0	43.9	12.2	5.4	100	100
94	96	Creswell, Munsell, Fultz & Zirbel ○	8.9	7.3	8.9	7.3	59.3	49.0	59.3	49.0	0.0	0.0	164	137
95	103	GSD&M	8.9	6.7	8.9	6.7	61.2	47.3	61.2	47.3	13.1	14.6	161	148
96	100	Tucker Wayne & Co.	8.6	6.9	8.6	6.9	59.1	48.3	59.1	48.3	7.1	4.5	103	101
97	87	Arnold & Co.	8.6	8.5	8.6	8.5	64.7	62.9	64.7	62.9	14.7	14.0	175	171
98	101	Mandabach & Simms	8.5	6.9	8.5	6.9	56.9	45.8	56.8	45.8	0.0	0.0	135	118
99	99	Rolf Werner Rosenthal	8.4	6.9	8.4	6.9	55.9	46.3	55.9	46.3	35.5	25.9	N/A	104
100	N/A	Deutsch, Shea & Evans ◇	8.1	4.7	8.1	4.7	54.3	31.3	54.3	31.3	0.0	0.0	170	N/A
101	102	Sawdon & Bess Advertising ☐	8.1	6.8	8.1	6.8	54.6	45.0	54.6	45.0	3.0	2.8	80	80
102	104	Venet Advertising	8.1	6.7	8.1	6.7	54.2	44.6	54.2	44.6	13.9	11.7	190	175
103	125	Colle & McVoy Advertising Agency	8.1	6.2	8.1	6.2	50.3	38.0	50.3	38.0	9.6	5.7	148	125
104	N/A	Chester Gore/Eric Mower & Associates	8.0	6.2	8.0	6.2	50.2	32.1	50.2	32.1	23.2	17.9	131	N/A
105	90	Calet, Hirsch & Spector	8.0	8.3	8.0	8.3	64.0	78.0	64.0	78.0	4.0	18.0	130	135
106	126	Allen & Dorward	8.0	5.7	8.0	5.7	52.6	37.3	52.6	37.3	0.0	0.0	133	123
107	112	Lavey/Wolff/Swift ♥	7.8	6.4	7.8	6.4	52.3	42.4	52.3	42.4	52.3	42.4	110	105
108	118	Richards Group	7.8	6.0	7.8	6.0	53.2	46.0	53.2	46.0	40.0	30.2	141	99
109	88	Beber Silverstein & Partners	7.8	6.7	7.8	6.7	51.2	44.2	51.2	44.2	5.0	4.7	100	70
110	106	Kobs & Brady Advertising	7.7	6.6	7.7	6.6	52.0	44.3	52.0	44.3	44.5	37.3	110	101
111	97	Cramer-Krasselt Co.	7.7	7.1	7.7	7.1	51.2	48.2	51.2	48.2	5.7	4.8	117	114
112	105	Towne, Silverstein, Rotter	7.7	6.6	7.7	6.6	51.0	44.0	51.0	44.0	N/A	N/A	56	56
113	152	M.E.D. Communications	7.6	6.3	7.6	6.3	50.1	41.0	50.1	41.0	39.1	30.7	93	82
114	111	Richardson, Myers & Donofrio	7.4	6.4	7.4	6.4	49.5	42.6	49.5	42.6	5.1	4.4	92	117
115	131	Robert A. Becker Inc.	7.4	5.4	7.4	5.4	49.8	35.6	49.8	35.6	41.9	28.3	90	90
116	123	DBG&H Unlimited	7.2	5.9	7.2	5.9	50.5	41.4	50.5	41.4	0.0	0.0	185	167
117	110	AdCom Inc.	7.1	6.6	7.1	6.6	46.6	43.2	46.6	43.2	3.6	2.2	71	52
118	143	Carmichael-Lynch	7.1	4.9	7.1	4.9	47.0	32.7	47.0	32.7	21.0	17.2	115	102
119	162	Griffin-Bacal	7.0	4.2	7.0	4.2	46.8	28.1	46.8	28.1	0.0	0.0	N/A	38
120	81	Richard & Edwards	7.0	9.2	7.0	9.2	46.0	61.0	46.0	61.0	N/A	N/A	26	26
121	127	Valentine-Radford Inc.	7.0	5.6	7.0	5.6	50.7	40.1	50.7	40.1	17.3	12.8	113	102
122	107	Barnum Communications	6.9	6.6	6.9	6.6	45.1	43.3	45.1	43.3	27.1	25.4	115	92
123	132	Burton-Campbell	6.8	5.3	6.8	5.3	48.3	36.5	48.3	36.5	19.0	9.5	131	103
124	153	Lois Pitts Gershon/Pon G&K	6.8	6.0	6.8	6.0	54.7	48.8	54.7	48.8	10.7	0.0	58	N/A
125	121	Muller Jordon Weiss	6.7	5.8	6.5	5.6	43.6	38.5	41.9	36.9	7.4	6.0	106	92
126	195	Martin Agency	6.7	3.6	6.7	3.6	44.7	24.0	44.7	24.0	16.5	11.1	123	85
127	143	Cochrane Chase, Livingston & Co. □	6.7	4.8	6.7	4.8	51.8	51.8	51.8	51.8	0.0	0.0	115	98
128	115	William Cook Advertising	6.6	6.1	6.6	6.1	44.1	40.7	44.1	40.7	0.0	0.0	115	111
129	116	Carrafiello-Diehl & Associates	6.6	6.0	6.5	6.0	44.0	40.1	43.2	40.1	34.1	5.5	102	93
130	139	Keyes Martin	6.4	5.1	6.4	5.1	40.0	30.1	40.0	30.1	26.1	11.2	85	80
131	134	Lawler Ballard Advertising	6.4	5.3	6.4	5.3	42.5	35.2	42.5	35.2	0.0	0.0	137	125
132	120	Spiro & Associates	6.3	5.8	6.3	5.8	51.3	45.5	51.3	45.5	30.1	26.6	115	116
133	113	Lorsch Group	6.3	6.3	6.3	6.3	39.0	42.0	39.0	42.0	N/A	N/A	28	32

II agencies: 102 reach \$5 million to \$15 million

World income rank		Agency	World gross income (\$000,000)		U.S. gross income (\$000,000)		World billings (\$000,000)		U.S. billings (\$000,000)		U.S. capitalized fees (\$000,000)		Total employees	
1984	1983		1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983
134	173	Burrell Advertising	6.3	4.0	6.3	4.0	41.9	26.9	41.9	26.9	31.2	23.8	100	70
135	183	Kenrick Advertising	6.3	3.7	6.3	3.7	43.3	30.2	43.3	30.2	26.2	16.6	145	110
136	135	Weightman Inc. Advertising	6.2	5.3	6.2	5.3	41.3	35.2	41.3	35.2	0.0	0.0	116	92
137	136	Long, Haymes & Carr	6.2	5.2	6.2	5.2	41.5	34.9	41.5	34.9	6.8	6.9	110	98
138	N/A	Albert Frank-Guenther Law C	6.2	6.6	6.2	6.6	41.0	43.7	41.0	43.7	7.0	7.8	80	N/A
139	140	Faller, Klenk & Quinlan	6.1	5.0	6.1	5.0	35.4	30.2	35.4	30.2	4.7	3.3	139	128
140	109	Griswold Inc.	6.1	6.5	6.1	6.5	38.6	42.3	38.6	42.3	6.0	5.6	N/A	110
141	129	North Castle Partners ◇	6.1	5.4	6.1	5.4	43.5	35.7	43.5	35.7	18.0	16.4	52	63
142	117	Smith/Greenland	6.1	6.0	6.1	6.0	40.0	40.0	40.0	40.0	6.3	4.7	102	104
143	163	Miller Advertising	6.0	4.2	6.0	4.2	39.2	27.4	39.2	27.4	4.7	3.0	120	90
144	122	Klemtner Advertising □	5.9	5.8	5.9	5.8	41.2	41.0	41.2	41.0	34.0	24.4	85	85
145	216	Barry Blau & Partners	5.7	3.5	5.7	3.5	30.8	21.4	30.8	21.4	16.1	9.3	76	42
146	128	Altschiller Reitzfeld Solin Advertising	5.6	5.4	5.6	5.4	47.1	44.8	47.1	44.8	8.1	7.8	59	52
147	N/A	Goodwin, Dannenbaum, Littman & Wingfield	5.6	5.1	5.6	5.1	36.0	34.0	36.0	34.0	10.5	9.0	70	N/A
148	74	Epsilon Data Management	5.6	4.1	5.6	4.1	33.9	25.1	33.9	25.1	13.8	10.9	700	N/A
149	177	Bernstein-Rein Advertising	5.6	3.9	5.6	3.9	46.3	36.3	46.3	36.3	3.0	2.1	112	100
150	142	Phillips-Ramsey Co.	5.6	5.0	5.6	5.0	37.2	33.1	37.2	33.1	21.5	21.2	115	108
151	137	McKinney Inc.	5.5	5.2	5.5	5.2	38.8	38.1	38.8	38.1	26.0	25.6	110	114
152	133	Cadwell Davis Partners □	5.5	5.3	5.5	5.3	44.0	36.8	44.0	36.8	5.5	4.6	60	60
153	150	Slater Hanft Martin	5.4	4.7	5.4	4.7	36.1	31.2	36.1	31.2	2.8	2.3	55	55
154	160	Vicom Associates	5.4	4.3	5.4	4.3	50.2	41.8	50.2	41.8	35.8	28.9	56	57
155	159	Bader Rutter & Associates	5.3	4.4	5.3	4.4	35.6	29.2	35.6	29.2	7.0	6.0	82	66
156	185	MARCOA Direct Advertising ∇	5.3	3.7	5.3	3.7	35.1	24.6	35.1	24.6	0.0	0.0	60	51
157	165	Dorritie & Lyons	5.2	4.2	5.2	4.2	34.1	27.5	34.1	27.5	5.1	3.7	36	36
158	157	Miller Meester Advertising	5.1	4.5	5.1	4.5	34.1	30.1	34.1	30.1	0.0	0.0	85	74
159	93	Advertising to Women	5.1	7.5	5.1	7.5	45.0	60.0	45.0	60.0	0.0	0.0	52	77
160	149	Bentley, Barnes & Lynn	5.1	4.7	5.1	4.7	34.0	31.5	34.0	31.5	2.4	2.7	110	110
161	168	Lord, Sullivan & Yoder	5.1	4.0	5.1	4.0	36.1	30.1	36.1	30.1	18.3	16.8	94	92
162	201	David Deutsch Associates	5.0	3.4	5.0	3.4	33.4	23.0	33.4	23.0	2.4	1.4	42	28

III agencies: 272 report \$1 million to \$5 million

Agency		World gross income		Agency		World gross income		Agency		World gross income	
		1984	1983			1984	1983			1984	1983
Competitive Edge		4,950,000	4,100,000	Lang, Fisher & Stashower Advertising		3,758,340	3,495,000	Simons Michelson Zieve Inc.		2,950,000	3,100,000
Sacks & Rosen		4,942,000	4,730,000	Yellow Pages Marketing Services		3,752,000	3,019,000	Abelson-Taylor Inc.		2,938,970	2,325,130
Fallon, McElligott Rice		4,837,500	3,450,000	Asher/Gould Advertising		3,750,000	3,750,000	Kerker & Associates		2,934,455	2,734,323
Wahlstrom & Co.		4,822,576	3,579,445	Mel Richman Inc.		3,750,000	4,275,000	Kelly Michener Inc.		2,923,714	2,163,544
Edwin Bird Wilson Inc.		4,820,000	3,990,000	Philip Stogel Co.		3,717,000	3,634,000	Penchina, Selkowitz Inc.		2,900,000	2,300,000
William R. Biggs/Gilmore Associates		4,700,000	3,572,300	A & M Associates		3,703,000	3,388,000	Van Brunt & Co.		2,900,000	2,975,000
Batz Hodgson Neuwöhner Inc.		4,693,790	4,552,600	Kalish & Rice		3,700,000	3,300,000	Liller Neal Inc.		2,891,399	2,914,505
Shaller, Rubin & Winer		4,570,000	4,410,000	Doe-Anderson Advertising		3,672,938	3,679,039	Blair/BBDO ∇		2,850,795	649,059
Dugan/Farley Communications		4,568,637	4,007,577	Frank Vos Company		3,665,000	3,350,168	Dawson, Johns & Black		2,850,000	2,512,500
Elkman Advertising		4,565,000	4,665,000	Mutual Media		3,630,000	3,060,000	BBDM Inc.		2,830,504	2,651,682
Giardini/Russell Inc.		4,505,000	3,536,897	Starr Seigle McCombs		3,533,946	3,086,833	Harland & Tine & White		2,791,757	2,466,259
Thomas G. Ferguson Associates		4,492,000	4,315,890	Gray & Rogers Inc.		3,530,000	3,270,000	Leonard Monahan Saabye		2,770,600	2,202,000
Cargill, Willson & Acree □		4,481,000	4,057,000	Sherwood & Schneider Advertising		3,518,000	2,325,000	S.R. Leon Co.		2,770,000	2,200,000
Plapler & Associates		4,471,346	1,557,671	Don Tennant Co.		3,500,000	3,700,000	Robinson, Yesawich & Pepperdine		2,754,749	2,360,475
Smith Burke & Azzam Inc.		4,420,700	3,168,700	McDonald & Little ∇		3,500,000	3,800,000	Gregory & Thomas		2,735,476	1,889,345
Grant/Jacoby		4,400,000	4,121,000	Northlich, Stolley		3,494,000	3,171,000	Rizzo, Simons, Cohn Inc.		2,712,572	1,252,093
Gray Strayton International		4,400,000	3,300,000	Cooper Leder Inc.		3,478,000	2,665,000	Gilbert, Whitney & Johns		2,700,000	2,065,000
Serino, Coyne & Nappi		4,377,000	3,008,000	Fairfax Inc. □		3,450,000	2,535,000	Firestone & Associates Inc.		2,652,640	2,891,160
Carr Liggett Inc.		4,368,565	3,623,839	Pinne, Garvin, Herbers & Hock		3,420,537	3,375,123	Emerson/Nichols/Bailey		2,591,726	2,325,673
Barkley & Evergreen		4,350,000	4,050,000	John Paul Itta Inc.		3,387,000	2,873,000	Homer & Durham Advertising		2,580,722	2,528,056
Frankenberry Laughlin & Constable		4,350,000	3,300,000	Marketing Support		3,382,388	3,260,822	Cosmopolis, Crowley & Daly		2,557,000	1,500,000
Stern/Monroe Advertising		4,243,000	3,869,000	Advertising Inc.		3,382,000	3,235,747	Marquardt & Roche		2,544,973	2,181,925
Frank J. Corbett Inc. ∇		4,200,000	3,500,000	Juhl Advertising Agency		3,324,000	3,362,000	Price/McNabb Advertising Agency		2,530,000	2,098,000
Stern Walters/Earle Ludgin ∇		4,184,135	4,021,072	Berk & Company		3,300,000	N/A	McCaffery & Ratner		2,517,000	1,176,000
Margeotes/Fertitta & Weiss		4,180,650	3,465,262	Scott Lancaster Mills Atha		3,207,000	2,195,000	Ensslin & Hall Advertising		2,513,887	2,160,870
Paragon Advertising & PR		4,178,000	4,113,000	Mort Barish Associates		3,200,000	3,300,000	Jayne Organizations		2,510,000	2,108,000
Henderson Friedrich Graf & Doyle		3,978,400	N/A	Louis Benite Advertising		3,100,000	2,730,000	Milici/Valenti Advertising		2,507,000	2,734,000
Daniel Glassman Advertising		3,966,440	2,650,900	Poppe Tyson Inc. ☆		3,100,000	3,047,685	ClarkeGowardFitts		2,500,000	2,300,000
Fox & Associates		3,920,015	3,067,070	Schaefer Advertising		3,050,000	2,655,000	Warren/Kremer Advertising		2,483,275	2,007,000
Ackerman & McQueen		3,850,782	3,316,562	Trahan, Burden & Charles		3,035,716	2,726,254	Specht, Gilbert & Partners		2,475,000	2,700,000
Levy, King & White Cos.		3,850,000	3,380,000	Howard Miller Associates		3,028,705	2,412,434	Johnston & Johnston Group/Jim Johns		2,472,348	2,426,100
Eisner & Associates		3,795,920	3,016,450	Franklin Spier Inc. ∇		3,014,000	2,748,000	Karsh & Hagan		2,462,951	N/A
Noble & Associates		3,791,260	2,656,853	Gross Townsend Frank		3,000,000	2,625,000	Symon & Hilliard		2,448,070	2,343,750
Jordan/Tamraz/Caruso Advertising		3,780,000	2,580,000	Haddon Advertising		2,965,000	2,574,000	Stone & Simmons Advertising		2,438,120	2,172,174

III agencies: 272 report \$1 million to \$5 million

Agency	World gross income		Agency	World gross income		Agency	World gross income	
	1984	1983		1984	1983		1984	1983
S.J. Weinstein Associates	2,437,000	2,023,577	Fredericks Kullberg Amato Pisacane	1,850,000	900,000	Image Dynamics	1,374,142	1,121,418
Needham & Grohmann Inc.	2,435,749	1,932,483	Baxter Gurian & Mazzei	1,849,800	1,615,500	Lieberman-Appalucci	1,369,520	1,200,000
Borders Perrin & Norrander	2,434,000	1,543,000	Stone, August & Co.	1,840,995	1,620,000	Beaumont, Heller & Sperling	1,349,612	1,260,212
E.H. Brown Advertising Agency	2,430,475	2,370,329	Coakley Heagerty Cos.	1,838,819	1,254,069	Neal Spelce Communications	1,347,315	1,224,475
Marcus Advertising Inc.	2,358,796	N/A	Harris-Edward	1,835,273	1,568,610	Marketing Directions	1,326,503	813,373
Miller-Reid	2,354,000	2,440,000	Greengage Associates	1,812,000	1,812,000	Roggers, French & Co.	1,322,373	1,261,310
Pringle Dixon Fringle	2,346,000	2,051,250	PR Associates	1,800,000	1,100,000	Mohawk Advertising	1,321,066	827,402
Warner, Bicking & Fenwick	2,345,989	2,063,220	Marcus Group	1,793,226	870,500	TCI Advertising	1,320,317	1,042,215
Alexander Marketing Services	2,315,454	1,813,059	Finnegan & Agee	1,789,365	1,379,000	Winchell Marketing Communications	1,312,500	1,312,500
Lauerer Markin Gibbs Inc.	2,309,292	2,081,839	Pihlas, Schmidt, Westerdahl Co.	1,743,300	1,260,073	Brand Advertising	1,297,252	1,301,579
Kolon, Bittker & Desmond Inc.	2,300,000	2,200,000	Robert McKim & Co.	1,736,000	1,400,000	Wray/Ward Advertising	1,288,081	1,064,024
Baker, Abbe, Cunningham & Klepinger	2,292,495	1,832,802	Waldbillig & Besteman Inc.	1,730,916	1,486,780	Lockhart & Pettus Inc.	1,285,000	1,065,000
Huntsinger, Jeffer, Van Groesbeck	2,284,825	1,744,000	Wardrop Murtaugh Temple & Frank	1,728,900	1,710,000	Bonsib Inc. Marketing Services	1,284,300	1,070,447
Lawrence Butner Advertising	2,279,875	1,653,750	Creative Advertising Co.	1,723,308	1,254,670	Adams, Rickard & Mason	1,279,731	1,135,700
Mullen Advertising	2,250,100	1,590,000	Hughes Advertising	1,723,133	1,201,375	Graf Multi Media	1,266,123	677,906
Biederman & Co.	2,243,035	N/A	Vance-Mathews Inc.	1,714,814	1,405,244	Sawyer Riley Compton	1,262,704	1,134,126
Ehrig & Associates	2,231,000	2,337,000	Detrow & Underwood	1,711,961	1,456,158	Ross Advertising Inc.	1,259,060	1,128,622
Frank C. Nahser Inc.	2,228,923	2,046,000	Baron & Zaretsky Advertising	1,695,000	1,230,000	Berenson, Isham & Partners	1,254,781	1,251,471
Fry/Hammond/Barr	2,208,709	1,391,070	Fern/Hanaway Inc.	1,655,000	1,414,685	Harmon Smith Inc.	1,244,622	1,102,131
Alden Group	2,200,000	1,700,000	Impact Marketing & Communications	1,654,000	1,000,000	Robbins & Ries Advertising	1,241,327	934,888
Sefton Associates	2,182,700	2,294,750	Advertising Works	1,650,000	1,450,000	Kolker, Talley, Hermann	1,210,000	1,025,000
Kerr Advertising	2,169,000	1,680,000	Lou Beres & Associates	1,650,000	1,300,000	Donald L. Arends Inc.	1,207,500	958,800
Craig, Lamm, Hensley & Alderman	2,165,096	2,040,228	Intermarco Advertising	1,649,000	2,035,000	Dorland & Sweeney	1,205,558	1,630,601
Siddall, Matus & Coughler, Inc.	2,154,000	1,014,000	Simms & McIvor	1,642,000	1,705,000	Barker Campbell & Farley	1,200,000	1,000,000
J. Richard Smith Advertising Ltd.	2,150,000	1,800,000	Fortis Fortis Advertising	1,629,000	1,537,000	Caravetto Allen Kimbrough	1,200,000	1,635,792
Bowes/Hanlon Advertising	2,145,226	1,569,402	Ackerman Advertising	1,625,000	1,010,000	Pesin, Sydney & Bernard Advertising	1,200,000	1,153,550
Drossman Lehmann Marino	2,132,399	487,632	Hallmark Advertising	1,612,000	1,208,000	Andrews/Mautner Inc.	1,187,113	959,082
Montgomery & Associates	2,115,000	1,900,000	Zylke & Associates	1,611,078	1,487,379	Wooding & Housley Inc.	1,170,000	600,000
Stephen & Brady	2,114,524	2,096,912	Sutton Communications	1,600,000	1,200,000	McDougall Associates	1,139,400	1,135,800
Gumpertz/Bentley/Fried	2,102,184	2,029,742	Livingston/Sirutis/Advertising	1,580,350	533,294	Loeffler Marley Mountjoy	1,131,375	927,304
Gerber Advertising	2,101,000	1,900,000	Shaffer/MacGill & Associates	1,572,311	1,415,518	Cline, Davis & Mann Inc.	1,125,000	N/A
Siesel Co.	2,085,000	1,739,000	John Brown & Partners	1,564,217	1,154,764	Kaufman & Maraffi	1,113,972	986,400
Battenberg, Fillhardt & Wright	2,078,945	2,088,607	Keroff & Rosenberg Advertising	1,559,896	1,198,383	Patchen Brownfeld Inc.	1,089,385	587,000
Potter Hazlehurst Inc.	2,053,942	1,817,993	Spencer Bennett Nowak	1,557,000	1,255,000	O'Sullivan Advertising/PR	1,085,120	942,619
Bauerlein, Inc.	2,052,018	1,918,406	Cole Henderson Drake	1,552,640	1,082,280	Haller Schwarz	1,085,000	730,000
Fitzgerald Advertising	2,031,853	1,950,396	Bailey Lewis & Associates	1,537,296	1,217,028	Fotheringham & Associates	1,083,980	868,714
Lohmeyer Simpson Communications	2,000,000	1,400,000	Silberman Whitebrow Dolan Inc.	1,530,000	1,215,000	Adler, Schwartz Inc.	1,074,069	1,008,400
Gordon Bailey & Associates	1,995,166	1,320,996	Yaffe Berline Inc.	1,502,552	1,481,134	Moses Kimicata Anshell Inc.	1,074,000	620,000
John Emmerling Inc.	1,986,000	1,522,500	Dilorio, Wergeles	1,500,000	1,000,000	George P. Clarke Advertising	1,072,368	986,011
Ted Chin & Co.	1,975,000	1,950,000	Kaprielian O'Leary Advertising	1,500,000	1,275,000	Gulf State Advertising Agency	1,069,691	1,050,376
Maris, West & Baker Inc.	1,974,966	1,733,916	W.J. Haughey Co.	1,500,000	N/A	Lipman Advertising Co.	1,063,959	1,010,967
Communigraphics	1,967,687	1,729,069	Naftzger & Kuhe	1,492,511	1,048,328	John Volk Co.	1,062,865	661,033
DBK & O	1,954,000	1,502,000	Bergelt Advertising	1,474,000	1,382,000	Wyble Advertising	1,053,257	793,095
Emery Advertising Corp.	1,951,410	1,931,487	Sommer Inc.	1,473,800	1,078,150	Greenwald/Christian Advertising	1,049,894	824,955
Morgan Burchette Associates	1,951,000	980,000	Fogarty & Klein	1,434,790	1,252,000	Burns Group	1,043,067	775,684
West, Gentry & Morris Inc.	1,950,000	1,810,614	Ken Schmidt Co.	1,415,000	1,300,000	Gray Baumgarten Layport Inc.	1,041,890	732,738
Stimpson Associates	1,948,600	1,942,600	Larson, Bateman & McAllister	1,411,060	759,094	Martcom Inc.	1,038,762	716,000
Knudsen Moore Schropfer	1,936,000	1,395,000	Franznick & Cusatis Advertising	1,405,300	1,042,957	Boeiter & Lincoln	1,038,621	663,473
Kamstra Communications	1,935,000	1,815,000	Contemporary Marketing	1,400,000	1,200,000	WarrenAnderson Inc.	1,036,328	1,026,945
Sullivan Higdon & Sink Inc.	1,923,697	1,541,083	Freeman Huenink Zilbert	1,400,000	1,112,000	Anson-Stoner Inc.	1,029,239	692,118
Penney & Pengra	1,918,812	1,592,916	Isidore & Paulson	1,400,000	N/A	Behrends & Co.	1,023,846	906,755
Brady Co.	1,918,593	1,701,172	Frank/James Direct Marketing	1,394,000	607,000	Murray Salit & Associates	1,020,000	1,132,000
Associated Advertising Agency	1,894,246	1,687,610	Arnold Harwell McClain & Associates	1,386,743	1,351,302	Adair Associates/Advertising	1,013,850	996,062
Taylor Advertising	1,892,000	1,546,000	S. Gunnar Myhrbeck & Co.	1,381,000	945,000	Wimmershoff & Associates	1,010,449	936,147
Lempert Co.	1,886,250	1,450,350	Unger Associates	1,381,000	943,000	Wolff Whitehill Inc.	1,006,917	716,415
Black, Gillock & Langberg	1,863,000	1,292,053	Bloom & Gelb	1,375,000	1,204,968			

IV agencies: 185 report less than \$1 million gross income

Agency	World gross income		Agency	World gross income		Agency	World gross income	
	1984	1983		1984	1983		1984	1983
Alan Frank & Associates	985,918	903,431	McKee Advertising	938,520	711,000	Patterson Advertising Agency	870,369	739,325
Larwin/Livers Associated Inc.	970,000	918,000	Smith, Badofsky & Raffel	934,987	915,200	Shorey & Walter	865,000	840,000
Oldfield Davis	965,666	640,822	Bedell Inc.	921,766	659,605	Crumbley & Associates	860,000	735,000
Howard H. Monk Associates	958,702	285,037	Koehler Iversen	904,000	577,000	Menaker & Wright Inc.	856,335	747,000
R.S.M. & K.	958,000	946,830	Hal Langerman Co.	902,764	554,600	Gann-Dawson	855,460	773,939
Greene & Claire Inc.	950,000	920,000	CRE Inc.	901,098	634,507	Stern/Frank Advertising	847,500	N/A
Diddy & Branch	949,774	537,477	Dekrig Advertising	900,000	820,000	Barney & Patrick Advertising	834,000	771,000
Smith & Yehle	944,964	975,125	Don Wise & Co.	900,000	750,000	Hart/Conway Co.	831,987	813,830

IV agencies: 185 report less than \$1 million gross income

Agency	World gross income 1984	1983	Agency	World gross income 1984	1983	Agency	World gross income 1984	1983
KSK Communications	826,805	348,574	Jack Cantwell Inc.	569,413	678,825	John Johns & Associates Advertising	321,000	294,000
Flax Advertising	825,000	670,000	Keye Advertising	559,193	507,449	White, Good & Co.	320,588	298,009
Rathke Blair Kerns & Frost	823,080	777,280	DFK Advertising	550,000	525,000	Creel Associates	316,500	314,700
Smelkinson, Cerrati & Co.	822,932	631,736	Richard Yeager Associates	549,104	459,463	Sydney Schreiber Inc.	316,073	285,082
Bradley, Dimmock & Hungerford	814,612	726,536	Conti Advertising	544,000	553,600	Spangler/Fischer Advertising	302,000	126,000
Pearlman Wohl Inc.	805,000	510,000	Deulofeu/Wilson Advertising	539,000	378,500	Donald W. Gardner Advertising	300,000	315,000
Emery Advertising	800,000	700,000	Fricke 3 Inc.	538,094	307,005	William Mills & Associates	295,500	251,800
Chris Nater & Associates	792,400	N/A	New Trend Advertising	535,287	N/A	Andrew Bertucci Associates	292,000	251,000
Jason Group	782,000	768,000	Steen Advertising Corp.	532,000	451,000	Blanchard & Associates	287,400	389,914
Dulaney Advertising	774,665	546,770	J.D. Mathis & Co.	531,250	312,000	Manrice Paulsen Advertising	281,832	265,701
Darien, Russell, Hill & Dahl	771,876	534,939	Brashe Advertising	526,300	648,000	Morway Advertising Agency	270,000	225,000
Emerson Marketing Agency	770,216	628,337	Smith/Tarter & Co.	521,206	460,140	Jacobs & Clevenger	257,536	122,417
Storey Berman & Freer	755,000	662,000	Sanford Solarz Co.	515,000	496,000	Malek Group	257,199	198,231
Kostman/Schmid & Associates	750,000	825,000	Communiographics	505,000	360,000	Black & Musen Inc.	255,000	223,000
G. Temple Associates	744,252	503,003	MSA Advertising	504,150	313,200	Stenrich Group	250,000	50,000
Communication Trends	741,344	481,404	Martin Fiderer Associates	496,000	493,000	Levy Advertising Assoc.	243,400	360,500
Tepe, Hensler & Westerkamp	730,500	540,900	Poindexter Associates Advertising	492,553	338,774	Com/Tech Group	242,850	270,963
McFarland Group	735,000	640,000	Covey & Koons	488,594	548,321	Adams & Longino Advertising	239,420	198,842
MarketAide Inc.	733,093	588,005	Hirsch Elliot Inc.	487,029	510,000	Dick Jackson Inc.	236,000	N/A
Webb & Associates	732,316	572,438	Sheldon Fredericks Advertising	482,000	532,000	Standard PR & Marketing	230,000	N/A
VamCom Corp.	728,000	435,000	Doty, Phillips & Laing Inc.	479,959	347,222	CTS Associates	212,084	127,687
Hiebing Group	727,207	661,502	McIlheny-Humphrey Inc.	477,000	427,000	Rice Advertising Agency	206,166	179,303
Jules Rabin Associates	720,000	615,000	Kopf & Isaacson Advertising	470,000	370,000	Eidel Marketing Communications	204,033	250,316
Fensholt Inc.	719,809	660,602	K.I. Lipton Inc.	468,676	396,005	Jack Mathis Advertising	201,895	196,473
Jonethis Organization	708,000	629,000	Universal Public Relations	450,000	250,000	Eagle Advertising Corp.	200,000	175,000
Cummings Advertising	707,000	437,000	Earle Bower Associates	441,686	339,200	Albright & Price	197,867	199,120
Adelante Advertising	705,000	675,000	Robert K. Butcher & Associates	435,900	436,400	Bradseth Group Ltd.	197,600	N/A
Oliver White Associates	700,000	650,000	Klein-Richardson	435,000	411,000	Bates & Fawcett	185,350	195,331
Lane & Leslie Advertising Agency	691,000	676,000	Raptis Inc.	434,960	N/A	Kreicker & Melan	185,000	167,652
SSF Advertising	681,816	N/A	Gerald Patlis Advertising	427,500	410,000	Peter Scannell Inc.	179,386	N/A
Stral Advertising Agency	675,236	610,000	Bernard Popick Associates	426,770	305,856	SB & W Associates	170,396	140,067
Gallagher Group	675,000	600,000	James & Thoman	425,000	395,290	Lubinsky-Schild Associates	170,000	N/A
Richmond Advertising Assoc.	671,973	521,332	Qually & Co.	422,875	204,613	Keith Bates & Associates	169,028	3,267
Peterson-Morris Inc.	650,000	600,000	Kalmar Ad/Marketing	421,000	329,000	Brian Connelly Advertising	165,000	N/A
Tunks Communications Group	650,000	1,030,000	Martin A. Lavv Marketing	413,000	257,000	Shepler & Co.	163,287	N/A
Dusenbury & Alban Inc.	648,500	338,700	Rubin-VanSlyke	407,130	330,230	J. Ronald Gaffe' Inc.	151,496	199,667
Gorten Advertising	643,090	371,533	FitzSimons Advertising	405,000	405,000	Huber Hoge & Sons Advertising	150,000	150,000
Claire Harrison Associates	641,795	613,471	Concept Three Inc.	404,668	217,095	Hinton & Steel	143,683	83,029
Ashby, Dillon & Meade	632,000	625,000	Keller Hauer	395,000	360,000	Fillman Advertising	131,769	114,378
Monett Media Advertising	625,710	492,638	Parsons, Friedman & Central	393,374	360,130	Harrison Advertising	122,500	115,000
Zam & Kirshner & Geller Inc.	621,934	N/A	Noelle Arnold & Associates	377,250	399,500	Herbert S. Warmflash & Associates	121,700	114,500
Cascino & Purcell	615,332	367,372	Kinzie & Green Inc.	370,014	317,696	John L. Moorhead Advertising/PR	119,000	83,000
JAM & Corbett Advertising	612,490	467,062	Ferry Ballard/Advertising	369,816	348,185	Halcyon Associates	117,100	19,000
Three Arts Inc.	608,000	584,000	Morrow Lewis & Kelley Inc.	366,112	273,512	Fraser Advertising	110,753	103,800
Todd Advertising & Public Relations	606,118	622,799	Haley & Ruckle Inc.	363,400	300,000	Lloyd G. Jakeway Advertising	82,000	104,000
Whole Advertising Co.	604,192	N/A	Davis Advertising	358,000	325,000	Advertising Associates	71,700	60,000
Dallas C. Dort & Co.	600,476	466,503	Chamberlain-Frandolig	352,250	295,300	High Plains Advertising	58,324	51,214
Kolker & Gill	600,000	N/A	Elbert Advertising	351,880	338,088	NPC & Associates	56,300	47,600
New-Venture Advertising	600,000	430,000	Haelow & Associates	347,000	320,000	Marketing Laboratory	55,134	5,433
Ray Coen Company	600,000	450,000	Andrew Curcio Inc.	340,000	N/A	Lord & Emerson Co.	49,000	41,000
Communicators Group	597,100	528,400	Ad-Pro Inc.	338,500	303,100	Charles Edelstein Advertising	46,000	31,400
Soderberg & Associates	591,327	828,444	Hill Sullivan Brownell	336,936	320,000	McAndrew Advertising Co.	41,700	39,000
Peter Forstener Inc.	580,491	N/A	Bolster & Associates	325,000	300,000			
Cantin & Elliot	580,000	547,500	Asher Agency	324,000	269,000			

I agencies: \$15,000,000 +

ployes: 4,472 in 122 offices world-wide; 3,164 in 31 U.S. offices. Top execs: Bruce Crawford, president-ceo/BBDO Intl; Allen Rosenshine, exec vp/BBDO Intl, chairman-ceo/BBDO Inc.; Norm Campbell, exec vp/BBDO Intl, chairman-ceo Tracy-Locke; Steve Kahler, exec vp/BBDO Intl, chairman-ceo Doremus & Co.; Willi Schalk, exec vp/BBDO Intl, president intl group; Ray McGovern, secretary-general counsel/BBDO Intl, senior vp-secretary-general counsel of BBDO; Jim Cannon, senior vp-chief financial officer/BBDO Intl; Tom Watson, senior vp/BBDO Intl; William Wilson, exec vp-intl group.

Phone: (212) 355-5800.

Batten Barton Durstine & Osborn

Batten Barton Durstine & Osborn, New York, Minneapolis, Detroit, reported gross income of \$92,628,000 in 1984, on billings of \$617,520,000. In 1983, it reported gross income of \$84,354,000, on billings of \$562,361,000.

The agency's 1984 volume included \$542,785,000 in media, \$63,615,000 in materials and services and \$11,120,000 in capitalized fees. Its 1983 volume consisted of \$495,507,000 in media, \$55,282,000 in materials and services and \$11,572,000 in capitalized fees.

In 1984 the agency gained: Symbolics, DuPont's carpet fibers, Powdered Wisk. It lost: Firestone,

Tupperware.

Billings breakdown: Newspapers 2%, magazines 19%, supplements 2%, radio 6%, network tv 47%, spot tv 16%, cable tv 2%, outdoor 1%, business papers 4%, other 1%. Employees: 1,135 in three offices. Top execs: Allen G. Rosenshine, chairman-ceo; Philip B. Dusenberry, vp-chairman-exec creative director; Tom Clark, president-coo; Anthony Lenge, senior vp-treasurer. Phone: (212) 355-5800.

BBDO Chicago

BBDO Chicago reported gross income of \$11,317,000 in 1984 on billings of \$91,000,000. In 1983, it reported gross income of \$10,526,000 on billings of \$85,120,000.

The agency's U.S. 1984 volume consisted of \$82,634,000 in media,

\$5,366,000 in materials and services and \$3,000,000 in capitalized fees. Its 1983 volume consisted of \$75,051,000 in media, \$7,989,000 in materials and services and \$2,080,000 in capitalized fees.

In 1984 the agency gained: Bally Corp.'s Six Flags Great America, Household Intl's Thermos div. It lost: None.

Billings breakdown: Newspapers 5.2%, magazines 5.3%, radio 2.8%, network tv 55.5%, spot tv 23.1%, cable tv 4.4%, outdoor 1%, business papers 1%, other 1.7%. Employees: 155 in six offices. Top execs: Arthur E. Meyerhoff, founder-chairman; Roger Mohr, chairman of the board; Eric Harkna, president-ceo; Dennis Berger, exec vp-creative director; Ernest Stern, exec vp-finance & admn.; Robert Bailey, senior vp-mktg services;

Dean Proctor, Andrew Donchak, Robert Pingrey, senior vps-acct service.

Phone: (312) 337-7860.

BDA/BBDO

BDA/BBDO, Atlanta, reported gross income of \$11,143,000 in 1984 on billings of \$74,284,260. In 1983, it reported gross income of \$9,388,002

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

I agencies: \$15,000,000 +

on billings of \$62,586,680.

The agency's 1984 U.S. volume included \$63,223,460 in media, \$6,542,880 in materials and services and \$4,517,920 in capitalized fees. In 1983, volume consisted of \$54,348,940 in media, \$4,434,920 in materials and services and \$3,802,820 in capitalized fees.

In 1984 the agency gained: Certified Tours Inc. It lost: None.

Billings breakdown: Newspapers 39.2%, magazines 7.9%, radio 21%, spot tv 26.3%, outdoor 5.6%. Employees: 101 in two offices. Top execs: F. Glenn Verrill, president; Norman Grey, J. Martin Hollinger, Jack V. Walz, Gary Verrill, senior vps.

Phone: (404) 231-1700.

Top 50 poorest performer: William Esty, an -8% '83-84 drop.

Benton & Bowles New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	159.4	140.1	13.7
Billings	1,129.4	966.3	16.9

U.S.	1984	1983	% chg
Gross income	111.1	98.1	13.1
Billings	766.7	649.9	18.0

U.S. volume breakdown	1984	1983	% chg
Media	481.1	503.8	-4.5
Materials/services	13.3	0	N/A
Capitalized fees	272.3	146.1	86.3

☑†

Benton & Bowles, New York, reported gross income of \$159,373,191, of which \$48,361,966

was non-U.S. contributions, in 1984 on billings of \$1,129,402,811. In 1983, it reported gross income of \$140,114,623, of which \$41,984,823 was non-U.S. contributions, on billings of \$966,284,876.

The agency's 1984 U.S. volume of \$766,738,979 consisted of \$481,123,173 in media, \$13,334,500 in materials and services and \$272,281,306 in capitalized fees. Its 1983 U.S. volume of \$649,931,200 consisted of \$503,784,900 in media and \$146,146,300 in capitalized fees.

Overseas, its 1984 dollar volume of \$362,663,832 was all in media. Its 1983 foreign volume of \$316,352,676 was all in media.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- B&B Direct
- Manning, Selvage & Lee
- Medicus Intercon Intl
- Ted Colangelo Associates

Telecom Entertainment

In 1984 the agency gained: Ericsson, Tropicana, Browning-Ferris, Anderson Clayton, Oroweat. It lost: Campbell-Taggart, Emery, Showtime.

Overseas, it gained: Lee Europe, Verkade biscuits & chocolates, Vandemoortele salad oil, Must de Cartier, P&G Attends, Yop drink yoghurt, Intratel boots (Belgium); Corning Canada, Olympia Business Machines, Lee Canada, Dare Foods, Avco Financial Services (Canada); Glaxo, Rioja, Privatbanken, United Intl Pictures, Lee Denmark, Al Pharma (Denmark); Ca m'Interesse, Femme Actuelle, Always' Catemenial (France); Bitter Schweppes, El Castillo, Alvarex, B B dolls (Spain). It lost: Callebaut, Carnation, Richardson-Vicks, Cinzano's Cognac Otard (Belgium); Chr. Islef & Co., Wrangler (Denmark); Suchard (Spain).

Billings breakdown: Newspapers

4%, magazines 13%, radio 5%, network tv 48%, spot tv 29%, outdoor 1%. Employees: 2,934 in 45 offices; 1,605 in 16 U.S. offices. Top execs: John Bowen, chairman of the board-ceo; Roy Bostock, president; Theodore Carey, Thomas Carey, John Ferries, Alice Goldberg, Philip Guarascio, Joseph Hannan, Richard Hopple, Bernard Kanner, Richard Levenson, Michael Moore, William Munro, Frederick Sulzer, senior vps; Richard Levenson, Medicus Intercon; Robert Lyman, senior vp-finance & ass't secretary; Robert Schwartz, Manning, Selvage & Lee; George Simko, senior vp-secretary.

Phone: (212) 758-6200.

Bloom Cos. Dallas

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	23.1	21.9	5.5
Billings	154.1	146.4	5.3

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

☑†

Bloom Cos., Dallas, had estimated gross income of \$23,100,000 for fiscal year 1984, ended Feb. 28, on billings of \$154,100,000. In 1983, it reported gross income of \$21,900,000 on billings of \$146,400,000. The agency did not break down its volume for either year.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Bloom Agency, New York
- Bloom Business Agency, Houston
- Impact Promotions of the Southwest
- Public Relations Advisors
- SRB Advertising, Dallas

The 1983 figures included income of the following subsidiaries that were sold or closed in 1984: Automated Productions and the Collateral Group.

In 1984 the agency gained: Schering-Plough Corp.'s Maybelline cover stick, Maybelline Blush-Brush; Stearns & Foster Mattress Co.; 3M's Electronics Products div.; Plough Inc.'s U.S. Proprietary Drugs & Toiletries div.; St. Joseph's aspirin; Cable & Wireless' Data & Message Group; Bojangle's Restaurants; Mobil Chemical Co.'s Gypsum Aggregate Group; General Electronics Corp.'s nonconsumer accounts; 800-Flowers, Haagen-Dazs new products. It lost: Wine Group's Mogen David, Franzia California Wines and Tribune Vermouth, and Richardson-Vicks' Home Care Products div.

Employees: 350 in three offices. Top execs: Bloom Cos.: Robert H. Bloom, chairman-ceo; C. Anthony Wainwright, president; Marion Flores, senior vp-cfo. Bloom Agency, New York: Jeff Fine, chairman-chief operating officer; Stuart Bresner, president-creative director; Stephen McCloskey, David Rutkin, senior vp-mgmt super; Lili Rodriguez, senior vp-media director. Bloom Agency, Dallas: Dennis McClain, chairman-exec creative director; Paul MacMahon, president; Sherri Babcock, Stan Hansen, Henry Lewczyk, senior vps-mgmt super; Arlen Bryant, senior vp-creative business affairs; Jack Kendrick, Spencer Michlin, senior vp-creative director; Bob Cecil, senior vp-research; Charlotte Weissenberger, senior vp-media director. Impact Promotions of the Southwest, Dallas: Debbie Richards, vp-genl mgr. SRB Advertising, Dallas: Pat Austin, chairman. Public Relations Advisor, Dallas: Alan Hilburg, president. Bloom Business Agency,

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MADISON SQUARE GARDEN NETWORK Four Pennsylvania Plaza, New York, N.Y. 10001 (212) 563-8000

I agencies: \$15,000,000 +

Houston: Alan Vera, president-chief operating officer; Richard Laurence Baron, senior vp-creative director.
Phone: (214) 638-8100.

Bozell & Jacobs New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	94.2	74.4	26.5
Billings	671.0	557.0	20.5

U.S.	1984	1983	% chg
Gross income	92.5	73.5	25.9
Billings	660.0	551.0	19.8

U.S. volume breakdown

Media	457.6	391.5	16.8
Materials/services	88.4	73.5	20.2
Capitalized fees	114.0	86.0	32.6

Bozell & Jacobs, New York, reported gross income of \$94,150,000, of which \$1,650,000 was non-U.S. contributions, in 1984 on billings of \$671,000,000. In 1983, it reported gross income of \$74,400,000, of which \$900,000 was non-U.S. contributions, on billings of \$557,000,000.

The agency's 1984 U.S. volume of \$660,000,000 consisted of \$457,600,000 in media, \$88,400,000 in materials and services and \$114,000,000 in capitalized fees. Its 1983 volume of \$551,000,000 consisted of \$391,500,000 in media, \$73,500,000 in materials and services and \$86,000,000 in capitalized fees.

Overseas, its 1984 dollar volume of \$11,000,000 and 1983 foreign volume of \$6,000,000 were all in media.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• Custom Production Service

In 1984 the agency gained: American Stores Co., Dominion Resources Corp., Valvoline Oil Co., Eastman Chemical Products, Beatrice Cos.' dairy div., Honeywell, Control Data Corp., Firstel, Tenneco West House of Almonds, Bell Helicopter, Gibraltar Savings, Tennessee Gas Transmissions, Eye Tech. It lost: Satellite TV Co., Lind-

say Mfg., Illinois Dept. of Commerce, First Bank System.

Overseas, it gained: Alberto-Culver, Oberon Intl, Securicor, Travel Times, Clair Bros., Burns-Fry, Peat, Marwick, Mitchell & Son. It lost: First Leisure Corp., Fisons.

Billings breakdown: Newspapers 16%, magazines 25%, radio 14%, network tv 13%, spot tv 27%, outdoor 1%, Yellow Pages 4%. Employees: 1,650 in 20 offices.

Top execs: Charles D. Peebler Jr., president-ceo; J. Liener Temmerlin, chairman; Alan Jacobs, chairman emeritus; Joseph Caggiano, vice-chairman-cfo; Wayne Pickinger, vice-chairman; Cy Schneider, chairman-Pacific div.; David Bell, president-Atlantic div.; Bruce Altman, exec vp-B&J Yellow Pages div.; Rolland Anderson, president-Midwest div.; Al Buschhorn, president-Custom Production Service; James Canfield, president-B&J Public Relations; Peter Finn, president-Southwest div.; Chet Frazier, president-ag div.; Robert Leverte, president-Ruvane-Leverte; Claire Thain, president-B&J Direct; Florian Chollet, vp-intl.

Phone: (212) 705-6800.

Leo Burnett Co. Chicago

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	253.5	216.5	17.1
Billings	1,734.8	1,485.3	16.8

U.S.	1984	1983	% chg
Gross income	163.2	135.0	20.9
Billings	1,132.9	914.1	23.9

U.S. volume breakdown

Media	960.9	779.1	23.3
Materials/services	130.1	114.2	13.9
Capitalized fees	42.0	20.8	101.3

Leo Burnett Co., Chicago, reported gross income of \$253,485,000, of which \$90,255,000 was non-U.S. contributions, in 1984 on billings of \$1,734,813,000. In 1983, it reported gross income of \$216,534,000, of which \$81,536,000 was non-U.S. contributions, on

billings of \$1,485,302,000.

The agency's 1984 U.S. volume of \$1,132,941,000 consisted of \$960,899,000 in media, \$130,080,000 in materials and services and \$41,962,000 in capitalized fees. Its 1983 volume of \$914,091,000 consisted of \$779,069,000 in media, \$114,175,000 in materials and services and \$20,847,000 in capitalized fees.

Overseas, its dollar volume was \$601,872,000 in 1984 and \$571,211,000 in 1983.

In 1984 the agency gained: Hewlett-Packard Personal Computer Group, Kraft Inc. It lost: Sydney Development Corp.

Billings breakdown: Newspapers 8%, magazines 16%, supplements 2%, radio 1%, network tv 49%, spot tv 16%, outdoor 8%. Employees: 3,668 in 46 offices. Top execs: John J. Kinsella, president-ceo; Norm Muse, chairman; Wayne A. Wiggins, vice-chairman; Hal Adams, chairman-ceo, USA; Richard Fizdale, president, USA; Thomas Heath, vice-chairman; Robert Barocci, president-intl.

Phone: (312) 565-5959.

Campbell-Mithun Minneapolis

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	45.0	42.6	5.3
Billings	300.3	285.3	5.3

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Campbell-Mithun, Minneapolis, a subsidiary of Ted Bates Worldwide, New York, reported gross income of \$45,045,000 in 1984 on billings of \$300,300,000. In 1983, it reported gross income of \$42,795,000 on billings of \$285,300,000.

Included in the agency's figures are the billings and gross income of U.S. subsidiaries:

- Cash Plus
- Promotion Works

No volume breakout was provided for either year.

In 1984 the agency gained: Canteen Corp., Control Data, Husky/RTM Properties, Joanna

Western Mills Co., Johnsonville Sausage Co., Midway Airlines, Nickerson American Plant Breeders, Share Development Corp., 3M Photo Color Systems. It lost: County Seat Stores, Dow Chemical Co., G.R.I. Corp., G. Heileman Brewing Co. (Old Style brand), Lutheran Brotherhood, Republic Airlines, Universal Foods Corp.

Billings breakdown: Newspapers 11%, magazines 17%, supplements 2%, radio 8%, network tv 16%, spot tv 36%, outdoor 1%, business papers 4%, direct mail 2%, other 3%. Employees: 670 in two offices. Top execs: William D. Dunlap, chairman-ceo; William E. Stein, president-chief operating officer; Raymond L. Sachs, vice-chairman.

Phone: (612) 347-1000.

Chiat/Day Advertising Los Angeles

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	27.8	14.8	88.2
Billings	226.6	138.4	63.6

U.S. volume breakdown

Media	160.2	83.5	91.7
Materials/services	23.5	20.4	15.1
Capitalized fees	42.8	34.5	24.2

Chiat/Day, Los Angeles, reported net income of \$8,584,700 and gross income of \$27,800,300 in 1984 on billings of \$226,551,067. In 1983, it reported net income of \$2,349,524 and gross income of \$14,764,249 on billings of \$138,422,222.

The agency's 1984 volume included \$160,212,333 in media, \$23,509,330 in materials and services, and \$42,829,404 in capitalized fees. In 1983, volume consisted of \$83,535,833 in media, \$20,420,360 in materials and services, and \$34,466,029 in capitalized fees.

In 1984 the agency did not report any account gains or losses.

Billings breakdown: Newspapers 14%, magazines 14%, radio 4%, network tv 40%, spot tv 20%, outdoor 8%. Employees: 300 in three offices. Top execs: Jay Chiat, chairman; Guy Day, president; Lee Clow, Fred Goldberg, Bob Wolf, exec vps.

Phone: (213) 622-7454.

Cunningham & Walsh New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	53.3	52.7	1.0
Billings	370.0	366.0	1.1

U.S. volume breakdown

Media	314.7	311.0	1.2
Materials/services	36.5	36.8	-0.7
Capitalized fees	18.8	18.3	2.7

Cunningham & Walsh, New York, a Mickelberry Corp. agency, reported gross income of \$53,280,000 in 1984 on billings of \$370,000,000. In 1983, it reported gross income of \$52,704,000 on billings of \$366,000,000.

The agency's 1984 volume consisted of \$314,730,000 in media, \$36,520,000 in materials and services and \$18,750,000 in capitalized fees. Its 1983 volume was made up of \$310,970,000 in media, \$36,780,000 in materials and services and \$18,250,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Reiser Williams deYong
- Cunningham & Walsh Dallas
- Direct Marketing Agency
- Cunningham & Walsh Chicago

In 1984 the agency gained: Moet Hennessy U.S. Corp., American Home Product's E.J. Brach & Sons and American Home Foods' Chef Boy-Ar-Dee, Souther Sports. It lost: Brown & Williamson Tobacco, La Choy food products, Fireman's Fund Insurance Cos., Wrather Port Properties.

Billings breakdown: Newspapers 12%, magazines 36%, supplements 1%, radio 1%, network tv 35%, spot tv 8%, outdoor 7%. Employees: 600 in eight offices. Top execs: Anthony C. Chevins, chairman-ceo; Horace M. Malfa, president; Warren E. Albright, exec vp.

Phone: (212) 683-4900.

Dailey & Associates Los Angeles

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	22.2	21.5	3.0
Billings	147.9	143.5	3.0

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Dailey & Associates, Los Angeles, reported gross income of \$22,175,000 in 1984 on billings of \$147,907,000. In 1983, it reported gross income of \$21,515,000 on billings of \$143,505,000. No volume breakdown was reported. All business activity was in the U.S.

In 1984 the agency gained: Beatrice/Hunt-Wesson's Peter Pan peanut butter, Christian Brothers, Carnation's Health & Nutrition Centers, Mattel's Hot Wheels and new products, Godfather's Pizza, Teleflora. It lost: None. No media breakout was provided. The agency has 245 employees compared with 301 a year ago. Top execs: Phillip Joanou, chairman-ceo;

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Top 10 I and II agencies by % change in world income

(\$ in 000,000)

Rank	Agency	% chng	1984	1983
1	Lord, Geller, Federico, Einstein	106.6	29.8	1.4
2	Chiat/Day	88.3	27.8	14.8
3	Martin Agency	86.1	6.7	3.6
4	Deutsch, Shea & Evans	73.6	8.1	4.7
5	Kenrick Advertising	68.4	6.3	3.7
6	Griffin-Bacal	66.4	7.0	4.2
7	Barry Blau & Partners	60.7	5.7	3.5
8	Ingalls Associates	58.8	12.7	8.0
9	Burrell Advertising	55.6	6.3	4.0
10	Ammirati & Puris Inc.	55.2	13.5	8.7

Top 10 I and II agencies by % change in U.S. income

(\$ in 000,000)

Rank	Agency	% chng	1984	1983
1	Lord, Geller, Federico, Einstein	106.6	29.8	1.4
2	Chiat/Day	88.3	27.8	14.8
3	Martin Agency	86.1	6.7	3.6
4	Deutsch, Shea & Evans	73.6	8.1	4.7
5	Kenrick Advertising	68.4	6.3	3.7
6	Griffin-Bacal	66.4	7.0	4.2
7	Barry Blau & Partners	60.7	5.7	3.5
8	Ingalls Associates	58.8	12.7	8.0
9	Hill, Holliday, Connors, Cosmopolis	55.7	22.7	14.7
10	Burrell Advertising	55.6	6.3	4.0

Top 10 I and II agencies by % change in world billings

(\$ in 000,000)

Rank	Agency	% chng	1984	1983
1	Lord, Geller, Federico, Einstein	110.9	207.2	98.2
2	Martin Agency	86.3	44.7	24.0
3	Deutsch, Shea & Evans	73.6	54.3	31.1
4	Earle Palmer Brown Cos.	68.5	84.4	50.1
5	Griffin-Bacal	66.4	46.8	28.1
6	Chiat/Day	63.7	226.6	138.4
7	Chester Gore/Eric Mower	56.4	50.2	32.1
8	Burrell Advertising	55.6	41.9	26.9
9	Ammirati & Puris Inc.	55.2	90.0	58.0
10	Hill, Holliday, Connors, Cosmopolis	52.5	175.4	115.0

Top 10 I and II agencies by % change in U.S. billings

(\$ in 000,000)

Rank	Agency	% chng	1984	1983
1	Lord, Geller, Federico, Einstein	110.9	207.2	98.2
2	Martin Agency	86.3	44.7	24.0
3	Deutsch, Shea & Evans	73.6	54.3	31.1
4	Earle Palmer Brown Cos.	68.5	84.4	50.1
5	Griffin-Bacal	66.4	46.8	28.1
6	Chiat/Day	63.7	226.6	138.4
7	Chester Gore/Eric Mower	56.4	50.2	32.1
8	Burrell Advertising	55.6	41.9	26.9
9	Ammirati & Puris Inc.	55.2	90.0	58.0
10	Hill, Holliday, Connors, Cosmopolis	49.4	151.5	101.4

I agencies: \$15,000,000 +

Clifford J. Einstein, president-creative director.
Phone: (213) 386-7823.

Dancer Fitzgerald Sample New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	110.4	105.0	5.2
Billings	758.0	726.1	4.4

U.S.	1984	1983	% chg
Gross income	109.2	94.1	16.1
Billings	750.2	627.0	19.6

U.S. volume breakdown

Media	750.2	627.0	19.6
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Dancer Fitzgerald Sample, New York, reported gross income of \$110,409,000, of which \$1,170,000 was non-U.S. contributions, in 1984 on billings of \$758,003,000. In 1983, it reported gross income of \$105,000,000, of which \$10,950,000 was non-U.S. contributions, on billings of \$726,095,000.

The agency's 1984 U.S. volume of \$750,200,000 and 1983 volume of \$627,000,000 were all in media.

Overseas, its 1983 dollar volume of \$7,803,000 and its 1983 volume of \$99,095,000 were all in media. DFS' reduced overseas dollar volume is traced to the March, 1984, sale of its ownership in 13 European agencies to Dorland Advertising, London, a subsidiary of Saatchi & Saatchi Compton Worldwide. The European group, considered a second network for Saatchi & Saatchi, had total billings in 1984 of \$308,600,000.

After the sale to Dorland, DFS reaffiliated with Dorland to form Dorland-DFS International network, although retaining no equity interest. DFS and Dorland had been partners in Europe through the DDF (Dorland, Dancer, Fortune) network that broke up six years ago.

DFS holds little equity in the shops making up its DFS International network, which covers essentially the Far East and Latin America. All of that equity is held in three shops: DFS/Australia and NDC/DFS and Yomiko in Japan. That equity is the basis of the foreign income and billings attributed to DFS in this report.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- DFS Direct
- DFS/Wegener Agricultural Group
- Program Syndication Services
- DFS Program Exchange
- DFS Corporate Advertising Group

In 1984 the agency gained: DFS/New York—Western Union Easylink, Popsicle Industries, Martlet Importing's Molsen Golden beer, General Electric Rechargeables, Republic Airlines, Entre Computer Centers, Nabisco Oreo Cookies 'n Cream, CPC International Best Food div.'s Mazola corn oil, Karo corn syrup, Argo and Kingsford corn starch, Golden Griddle syrup. DFS Direct—All American Sports, Citibank, MacMillan Book Club, Western Union.

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DFS/Torrance, Cal.—Ashton Tate, Edelbrook Corp. auto aftermarket products, Bausch & Lomb's Bushnell div., KOVR-TV, Greatwest Hospitals. DFS/San Francisco—Megaphone Co. phone information system, Tri-Valley Growers' Libby and Sacramento brand juice products, Compris Hotel Corp., ITEL Corp. In addition, the office gained about \$20 million in billings from the purchase of San Francisco agency Wilton, Coombs & Colnett.

It lost: DFS/New York—Hellmann's mayonnaise. DFS/Torrance, Cal.—Bridgestone Tire Co. DFS/San Francisco—Grid Systems, IBC Prune Board.

Overseas, it gained: Duetz-Fahr Argentina, Crush soft drinks, Banco de Galicia, Veme women's swimwear, Stani candies (Argentina/Lautrec), Malaysian Tourist Board (Australia/DFS Australia); Toyota do Brazil (Brazil/Esquire); Canadian Egg Marketing Board, Xanaro Technologies, Brownies Franchises cooked chicken, Crush Canada (Canada/Ronalds-Reynolds); Salco Drugstores, Feltrex Carpets, Winter Sausage (Chili/Israel & DeBianchi); Reckitt & Colman's Sanpic, Cherry, Brala and Mansion, Cremhelado's Heladino, Frutti and Ski, Quaker's Frescavena, (Colombia/Contacto Publicidad); Danpo frozen chicken, DFDS sea transport/holiday tours (Denmark/Bergenholz & Arnesen); Bergenheim Yhtiot, Insko, Ekonon, Finnapp, Neste OY, Outocumpu OY (Finland/OY AC MAINOS); Jaguar, Italimpre, Federconsorzi (Italy/Dorland/DFS Italia); CPC's Skippy peanut butter (Japan/NDC); Philip Morris Asia Retail Assistance Program (Japan/Yomiko); Sat Nam yogurts, Larousse dictionaries (Mexico/Iconic); Mair Foods' meat, seafood & horticultural exporters, New Zealand Health Dept., New Zealand Kiwifruit Authority, Auckland Region Visitors & Convention Bureau, Time-Life New Zealand (New Zealand/Carlton-Carruthers); Puerto Rico Dept. of Agriculture, Puerto Rico Power & Light Co. (Puerto Rico/J.R. Marquina); Bacardi Rum (Spain/Tapsa); B&W Hypermart, General Biscuit, Nordstjernan (Sweden/DFS Pihlstrom); British Telecom's tv buying and flotation, B&Q, Camerons, Daily & Sunday Telegraph, Dow Chemical, Duracell, Heinz tv buying, Hoseasons, LRC, Orbis Publishing, Pimms, Sekonda Watches, Templeton's Stores, United Biscuits-TFC Sarge (U.K./Dorland); Ceramics Piemme, Compania de Telefonos (Venezuela).

It lost: L'EGGS (Australia/DFS Australia); Duracell (Brazil/Esquire); New York Life Insurance, St. Hubert Barbeque (Canada/Ronalds-Reynolds); Ferios Chilena del Libro bookstore, (Chile/Israel & DeBianchi); Baboo, Holguines (Colombia/Contacto Publicidad); Volvo, Valtameri OY, Bausch & Lomb (Finland/OY OC MAINOS); General Mills Toys (Italy/Dorland/DFS Italia); Christian Dior, Nuevo Vallarta (Mexico/Iconic); McLean Engineering (New Zealand/Carlton-Carruthers); BMW Iberica (Spain/Tapsa); Robinsons Cosifits (U.K./Dorland).

Billings breakdown: Newspapers 2.8%, magazines 10.8%, supplements 0.7%, radio 5.4%, network tv 37.4%, spot tv 35.7%, cable tv 2.3%, outdoor 1.8%, business papers 1.2%, farm publications 1.3%, transit advertising 0.3%, other 0.3%. Employees: 3,352 in 49 offices. Top execs: Stuart B. Upson, chairman-CEO; Peter F. McSpadden, president-chief operating officer; William McC. Vickery, Robert E. Kennedy, vice-chairmen; Gary M. Susnjara, president-DFS/New

York; Nelson (Skip) Riddle, president-DFS/Torrance; Ronald Colnett, president-DFS/San Francisco.
Phone: (212) 661-0800.

D'Arcy MacManus Masius Worldwide New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	198.6	173.0	14.8
Billings	1,337.5	1,156.5	15.7

U.S.	1984	1983	% chg
Gross income	106.9	91.5	16.8
Billings	712.9	610.3	16.8

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

D'Arcy MacManus Masius Worldwide, New York, reported gross income of \$198,601,000, of which \$91,661,000 was in non-U.S. contributions, in 1984 on billings of \$1,337,533,000. In 1983, it reported gross income of \$172,998,000, of which \$81,447,000 was non-U.S. contributions, on billings of \$1,156,469,000.

U.S. volume was \$712,933,000 in 1984 and \$610,340,000 in 1983, neither figure of which was broken out.

Overseas, its 1984 dollar volume consisted of \$624,600,000. Its 1983 foreign volume was \$546,129,000, restated from \$600,149,000 reported in 1983.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Poppe Tyson
- DMM Latinoamericana
- Intergroup Mktg & Promotions

In 1984 the agency gained in the U.S.: Silver Dollar City theme park, Decatur Federal Savings, Joseph Swisher, Lowes Food, White Water, Anheuser-Busch—Campbell Taggart Bakery Div. and Anheuser-Busch LA beer, Software, Intrac, PC Photo Systems, Beatrice's corporate co-op campaign, Magic Pan, Economic Labs, BRK Electronics. It lost: Chicago Sun Times, CPC.

Overseas, it gained: Three accounts in Vienna; nine in Brussels, including Mobil Industrial and Duracell; five in Copenhagen, including Kimberly-Clark; six in Helsinki, including the Finnish Foreign Trade Assn.; six in Paris, including Mars' Bounty, El Al, Infoplus and Lotus Development Software; four in Athens, including Phoenix Insurance; seven in Amsterdam, including Continental, Air France and Mars bars; four in Milan/Rome, including Sipro, and four at DMM's CBC shop, including Beiersdorf and Tempo Italiana; three in Oslo; nine in Madrid, including Banco Hispano Americano and Alfa Romeo; five in Stockholm, including Helene Curtis; four in Hamburg/Frankfurt, including Cinzano, Bank of America and Lotus Development Software; nine in London, including Lotus Development Software and May & Baker; two in Mexico; 40 in six shops in Australia, including Geoffrey Packer & Co. by the Adelaide shop, Liberal Party of Australia (Queensland) in Brisbane, Dunlop Industries in Melbourne, Foodland Associated in Perth, Stimorol Australia (sales) and Carlton & United Breweries in Sydney; 10 in New Zealand including NZ Wines & Spirits' Southern Comfort and Richardson-Vicks' Suncare Products; five in Hong Kong, including Eli Lilly and H.K. Gov't Information; six in Singapore, including Denny's Restaurant; seven in Jakarta, including Jakarta Hilton, Levi's jeans, Clearasil soap, Ulan Cream and Vidal Sassoon; five in Bangkok, including Bata

Shoes; two in Tokyo, including Mars (Eiffem Japan KK) and Union Carbide Japan, and seven in South Africa, including Stimorol gums.

DDM client, Lee Cooper jeans, was the agency's major multinational loss during 1984, coming on the heels of its loss of Colgate-Palmolive at the end of 1983. Lee Cooper pulled out of the DMM shops in Copenhagen, Paris, Amsterdam, Milan/Rome, Oslo, Stockholm and London. It also lost: Two accounts in Brussels, including Moinlycke; one in Copenhagen, four in Helsinki, including Playtex Wallco and Scan Auto OY; two in Paris; Falke Socks in Athens; three in Amsterdam; two in the DMM Milan/Rome shop and two at CBC in Milan/Rome; one in Oslo; Maderas Cuesta in Madrid; two in Stockholm; Passap Schweiz AG in Zurich; five in Hamburg/Frankfurt, including Rodino and Kenwood; six in London, including Lowenbrau and National Panasonic; Clemente Jacques in Mexico; nine in Australia, including Australian Wool Corp. in Melbourne and Canon Australia in Sydney; two in New Zealand; two including China Airlines in Hong Kong, and one in Singapore and Bangkok.

Billings breakdown: Newspapers 7%, magazines 13%, radio 11%, network tv 40%, spot tv 25%, outdoor 3%, other 1%. Employees: 3,583 in 55 offices worldwide, 1,556 in nine U.S. offices. Top execs: Hal Bay, chairman-CEO; Peter Redsell, chief operating officer-intl; John Balson, chief operating officer-North America; Craig Brown, exec vp-cfo; Alvin Hampel, exec vp-creative services; Alan Pilkington, exec vp-business development; Scott Wallace, exec vp-senior mgmt representative-Mars Inc.

Phone: (212) 850-7300.

Della Femina, Travisano & Partners New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	33.0	30.8	7.1
Billings	220.0	205.0	7.3

U.S. volume breakdown

Media	176.0	164.0	7.3
Materials/services	20.9	19.6	6.6
Capitalized fees	23.1	21.4	7.9

Della Femina, Travisano & Partners, New York, reported gross income of \$33,000,000 in 1984 on billings of \$220,000,000. In 1983, it reported gross income of \$30,750,000 on billings of \$205,000,000.

The agency's 1984 volume included \$176,000,000 in media, \$20,900,000 in materials and services, and \$23,100,000 in capitalized fees. In 1983, volume consisted of \$164,000,000 in media, \$19,600,000 in materials and services, and \$21,400,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Sherwood & Schneider
- Della Femina, Travisano, Sherman & Olken

In 1984 the agency gained: HealthAmerica Corp., Metromedia Telecommunications, National Medical Enterprises (Psychiatric Centers of America), Group W Broadcasting, Newmont Isuzu Dealers Assn., Triangle Isuzu Dealers Assn. (Albany, N.Y. metro), Book-Of-The-Month Club's Quality Paperback Book Club, Fortune Book Club, Cooking & Crafts Book Club, Dolphin Book Club, and Schering-Plough Corp.'s Coppertone. It lost: Kaypro Computers, Continental Tire Co.

Billings breakdown: Newspapers 11%, magazines 13%, radio 9%, network tv 35%, spot tv 25%, cable tv 2%, outdoor 2%, business papers 1%,

farm publications 1%, transit advertising 1%. Employees: 370 in two offices. Top execs: Jerry Della Femina, chairman; Ronald Travisano, vice-chairman; James Travis, vice-chairman, coo; Louise McNamee, president.
Phone: (212) 421-7180.

W.B. Doner & Co. Southfield, Mich.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	28.9	24.8	8.4
Billings	179.0	165.0	8.4

U.S. volume breakdown

Media	123.2	113.5	8.5
Materials/services	28.1	25.3	11.0
Capitalized fees	27.7	26.2	5.7

W.B. Doner & Co., Southfield, Mich., and Baltimore, Md., reported gross income of \$26,860,000 in 1984 on billings of \$179,000,000. In 1983, it reported gross income of \$24,750,000 on billings of \$165,000,000.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- W.B. Doner & Co., Houston
- W.B. Doner & Co., Los Angeles
- W.B. Doner & Co., St. Petersburg, Fla.
- Kelling-Murley Auto Div., Southfield, Mich.
- W.B. Doner, Quebec
- W.B. Doner, Toronto

The agency's 1984 volume included \$123,200,000 in media, \$28,100,000 in materials and services, and \$27,700,000 in capitalized fees. In 1983, volume consisted of \$113,500,000 in media, \$25,300,000 in materials and services, and \$26,200,000 in capitalized fees.

In 1984 the agency gained: Ben Franklin Savings Assn of Houston; Canada's Wonderland, Chatter Inc. of Chattanooga, Chicago and Northern Indiana Pontiac Dealer Assn, Creative Hairdressers of Alexandria, Va., Detroit Buick Dealers Assn, Igloo Corp in Houston, Josephson Intl's radio div of New York, Linen Center of Murrysville, Pa., Little Caesar's Enterprises of Farmington, Mich., Nutri-Systems of Jenkintown, Pa., Orange Julius, Pick Systems of Irvine, Cal., Thrifty Corp. of Los Angeles, Vie de France of Vienna, Va., Wasatch Front Chevrolet Dealers of Salt Lake City, White Stores of Wichita Falls, Tex. It lost: Color Tile, Congoleum Corp., Modernage Furniture, Pizza Hut, Sedgwick Sportswear, Sherwin Williams.

Billings breakdown: Newspapers 8%, magazines 5%, radio 17%, network tv 6%, spot tv 61%, cable tv 1%, outdoor 1%, transit advertising 1%. Employees: 424 in eight offices worldwide; 410 in six U.S. offices. Top execs: W.B. Doner, chairman-exec committee; H.D. Fried, chairman; Michael Shapira, president, Detroit; William Hooper, president, Baltimore; James Dale, vice-chairman, corp.

Phone: (313) 354-9700 (Southfield).
(301) 338-1600 (Baltimore).

Doremus & Co. New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	23.5	24.1	-2.5
Billings	153.9	158.4	-2.8

U.S. volume breakdown

Media	102.2	106.4	3.9
Materials/services	N/A	N/A	N/A
Capitalized fees	51.7	51.9	-0.4

Billings breakdown: Newspapers 11%, magazines 13%, radio 9%, network tv 35%, spot tv 25%, cable tv 2%, outdoor 2%, business papers 1%,

I agencies: \$15,000,000 +

Doremus & Co., New York, a subsidiary of BBDO International, reported gross income of \$23,461,020 in 1984 on billings of \$153,884,276. In 1983, it reported gross income of \$24,058,446 on billings of \$158,356,625.

The agency's 1984 volume was \$102,192,130 in media, materials and services and \$51,692,146 in capitalized fees. Its 1983 volume consisted of \$106,445,883 in media, materials and services and \$51,910,742 in capitalized fees.

In 1984 the agency gained: Black & Decker, Noxell Corp., ComputerLand Corp., Kis Photo, Deak Perera Securities. It lost: Shearson/American Express.

Billings breakdown: Newspapers 48%, magazines 19%, radio 3%, business papers 30%. Employees: 314 in seven offices. Top execs: Franklin E. Schaffer, chairman; Steve Kahler, president-CEO; G. Barry McMennamin, vice-chairman; William B. Palmer, Curtis R. Troeger, Wesley E. Truesdell, exec vps; Donald A. Dery, John E. Eckelberry, George A. Preston, George P. Pryde, Alan R. Quinby, Stephen Roth, senior vps; James J. McNulty, cfo.

Phone: (212) 964-0700.

Doyle Dane Bernbach International New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	218.3	197.6	10.5
Billings	1,510.6	1,321.0	14.4
U.S.			
Gross income	154.1	144.6	6.6
Billings	1,085.1	970.0	11.9
U.S. volume breakdown			
Media	804.8	697.0	15.4
Materials/services	133.5	131.0	1.9
Capitalized fees	146.9	142.0	3.4

Doyle Dane Bernbach International, New York, reported gross income of \$218,300,000, of which \$64,200,000 was non-U.S. contributions, in 1984 on billings of \$1,510,600,000. In 1983, it reported gross income of \$197,600,000, of which \$53,000,000 was non-U.S. contributions, on billings of \$1,321,000,000.

The agency's 1984 U.S. volume of \$1,085,100,000 consisted of \$804,750,000 in media, \$133,500,000 in materials and services and \$146,850,000 in capitalized fees. Its 1983 volume of \$970,000,000 consisted of \$697,000,000 in media, \$131,000,000 in materials and services and \$142,000,000 in capitalized fees.

Overseas, its dollar volume was \$425,500,000 in 1984 and \$351,000,000 in 1983.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Cargill, Wilson & Acree
- Ecom
- Fletcher/Mayo/Associates
- Bernard Hodes Advertising
- Kallir, Philips, Ross
- Milici/Valenti Advertising
- Rapp & Collins

In 1984 the agency gained: DDB/New York—CBS/Fox Video, Sanderson N.A., Bristol-Myers Products div.'s Excedrin, IBM Credit Corp., North American Philips' Magnavox, Brown & Williamson Tobacco's Kool (U.S. & intl), Viceroy (U.S.) and Lucky Strikes (intl), Popeyes Famous Fried Chicken & Biscuits, Clairol's Special Effects line. DDB/Los Angeles—Seven-Up Food Groups new products, Cigna Healthplans of California, Allergan extended wear contact lens solution, Pacific Living Centers. DDB/San Francisco—Schlage Lock Co., Sun Dia-

mond Growers, Straw Hat Restaurant Corp. Cargill, Wilson & Acree—Chick-fil-A, Interface Flooring Systems, Days Inn of America, Northside Realty Associates, Fletcher/Mayo/Associates—Agri-Exchange Technologies, American Angus Assn. computerized mktg network, Visolus electronic computers, FMC Corp. food processing equipment, Tensar Corp. fencing mfg., Dane Wesson Arms revolvers. Kallir, Philips, Ross—Alpha Therapeutic Corp., Stauffer Chemical Co. Milici/Valenti Advertising—Kahala Hilton. Rapp & Collins—Audi direct mail program, Warner Software, Comprehensive Care, Royal Doulton.

It lost: DDB/New York—Bankers Trust, El Al Airlines, Camargo Foods, Atari, Philip Morris U.S.A.'s Parliament, Polaroid USA (consumer), Porsche (independent mktg entity from Audi). DDB/Los Angeles—Instant Care Health Centers, Celestial Seasonings, Teleflora. DDB/San Francisco—Morrow Designs, Tynshare. Cargill, Wilson & Acree—Cable America, Krystal Co., Pro Golf equipment, Fletcher/Mayo/Associates—Genentech, Hoover Universal, Farmtronic, Cerner Corp. Kallir, Philips, Ross—Berlex Laboratories. Milici/Valenti Advertising—Marina Loa macadamia nuts, State S&L. Rapp & Collins—Knapp Publications, Doubleday & Co.

Overseas, it gained: Coopers & Lybrand, Illawarra Mutual Building Society, IBM PCjr, Agricultural Minerals fertilizers, Midland Brick Co. (DDB/Australia); BIPA retail drugstores, Meridian travel (DDB/Austria); IKEA furniture, Gerai-Danone desserts, Antwerp's Zoo (DDB/Belgium); Michelin Tires, National Federation of Coffee Growers, Ziebart Rustproofing (DDB/Canada); Caron perfume, Lesieur detergent, Weight Watchers (DDB/France); Weight Watchers, Handelsblatt magazine (DDB/Germany); Database, Reuters, Integrated Business Systems telecommunications, China Airlines, Suntory Products beer (DDB/Hong Kong); Airwick shampoo (DDB/Italy); Binney & Smith crayons, Wearer polish, Grupo Kivi casual wear (DDB/Mexico); Molnycke Nederland medical div. (DDB/Netherlands); Pakistan International Airlines, Den Farn Design Pte. furniture, Citicorp Traveler's Checks, Arthur Andersen, Jollibee Foods Corp. fast foods (DDB/Singapore); Barclays Bankcard, National Federation of Coffee Growers of Colombia, La Toja Cosmetics, Ciba-Geigy toothpaste, Bristol-Myers deodorant, Teledyne Water Pik, Donut Corp. Espanola (Tandem/DDB/Spain); ASG, Mima sportswear, Hemglass AB ice cream (Falk & Pihl/DDB Sweden); Girard & Perregaux S.A. watches, Knorr instant food, Polaroid sunglasses (DDB/Switzerland); Color Gas autogas, Currys electrical retailers, Burton Group loans and insurance (DDB/London).

It lost: James Wallace Ltd. resort development, South Australian Health Commission, Challenge Hi-Fi (DDB/Australia); Mais-Monda S.A. Knorr Mix (DDB/Belgium); Comac Communications (DDB/Canada); Microsoft (DDB/France); Triumph Adler (DDB/Germany); Malko General Agencies, Motorola semiconductors, Citibank (DDB/Hong Kong); Co. Fas' Cokin filters (DDB/Italy); Abbott Laboratories shampoos (DDB/Mexico); Cote d'Or Nederland, Vara (DDB/Netherlands); Singuif Pte. fast food (DDB/Singapore); Chocolate Cibeles Cote d'Or, Bulova, Fisher tvs & hi-fi (Tandem/DDB Spain); Skandia insurance (Falk & Pihl/DDB Swe-

den); Beecham aftershave (DDB/Switzerland); Atari video games, A.T. Cross (DDB/London).

Billings breakdown: Newspapers 8%, magazines 18%, supplements 0.5%, radio 2%, network tv 42%, spot tv 19%, cable tv 2.5%, outdoor 0.7%, farm publications 2%, transit advertising 0.1%, point of sale 1%, direct mail 4%, other 0.2%. Employees: 3,280 in 45 offices worldwide; 1,969 in 19 U.S. offices. Top execs: Joseph R. Daly, chairman; Barry E. Loughrane, president-CEO; Robert G. Pfundstein, exec vp-cfo; Roy Grace, chairman-exec creative director; Robert Levenson, chairman-int'l div; John Bernbach, president-int'l div; Peter Falcone, Arie L. Kopelman, vice-chairmen, DDB/New York; Montgomery McKinney, chairman, DDB/West.

Phone: (212) 415-2000.

DYR Worldwide New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	36.9	29.4	25.7
Billings	246.0	196.0	25.5
U.S.			
Gross income	21.3	17.4	22.4
Billings	142.0	116.0	22.4
U.S. volume breakdown			
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

DYR Worldwide, New York, a 50-50 joint venture between Young & Rubicam and Tokyo-based Dentsu Inc., reported gross income of \$36,936,000, of which \$15,650,000 was non-U.S. contributions, in 1984 on billings of \$246,000,000. In 1983, it reported gross income of \$29,382,000, of which \$11,992,000 was non-U.S. contributions, on billings of \$196,000,000.

The agency's U.S. volume was estimated at \$142,000,600 in 1984 and \$116,000,000 in 1983.

Overseas, its dollar volume was estimated at \$104,000,000 in 1984 and \$80,000,000 in 1983.

In 1984 the agency gained: Disneyland, Don Q rum, Fazi Battaglia, Harveys Bristol Cream, Hume Publishing, Maxell, Pacific Southwest Airlines, Torresella. It lost: Uniden. Overseas, it gained: Beatrice's Red Tulip chocolates, Europe Health Bars, imported confectionery and corporate, and Stihl Chain Saw's chain saws and brush cutters (Australia); A.S. Watson's Findus, ComputerLand, Sogo Department Stores (Hong Kong); Bristol-Myers Sea Breeze scrub, Chugai Milful health drink, Colgate's Okinawa project, Hechima cologne, Hermes scarves, perfumes and handbags, Johnson & Johnson Affinity shampoo, Nikka Whiskey's Y2 and No Side Brands, Nikka Export French motor show, Roman Meal bread, Spalding sports equipment, Sunstar Beatech, U.S. Travel & Tourist Admin.,

Wyeth Laboratories infant foods (Japan); Abbott Laboratories Vidalyn, Bank Bumiputra Mastercard, Calbee Foods snacks, Colgate-Palmolive's Fab, Glo, Palmolive soap, shampoo, Softlan, Hagemeyer Corning Glass, Sabah Development property, Sarawak Motor Toyota Land-Cruisers (Malaysia); Caldbeck McGregor's Bacardi, Courvoisier, Deinhard, Johnnie Walker, Citibank, Ikea Furniture, Meitetsu department store, Pernod Ricard Orangina, Westin Hotels (Singapore). It lost: Air Canada, Blue Cross, Fuji Photo products, Canon's Jardine, Pizza Hut, Revlon (Hong Kong); Altman dating service, Sord computers (Japan); Galeries Lafayette department store, New Otani Hotel, Pavilion Inter-Continental Hotel (Singapore).

Billings breakdown: Newspapers 13%, magazines 42%, radio 5%, network tv 28%, spot tv 7%, outdoor 2%, other 3%. Employees: 693 in eight offices.

Top execs: Tetsuro Umegaki, chairman-Tokyo; Alexander Brody, president-New York; John Pare, exec vp-London; Shinzo Ueno, exec vp-Tokyo; Peggy Healy, senior vp-New York; Jerry G. Roberts, chairman-DYR USA; Shunya Hashiguchi, president-DYR Japan.

Phone: (212) 869-8350.

William Esty Co. New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	78.0	84.8	-8.0
Billings	520.0	565.0	-8.0
U.S. volume breakdown			
Media	478.0	514.0	-7.0
Materials/services	42.0	51.0	-17.6
Capitalized fees	N/A	N/A	N/A

William Esty Co., New York, reported gross income of \$78,000,000 in 1984 on billings of \$520,000,000. In 1983, it reported gross income of \$84,750,000 on billings of \$565,000,000.

William Esty is the largest autonomous operating subsidiary of Ted Bates & Co.

The agency's 1984 volume consisted of \$478,000,000 in media and \$42,000,000 in materials and services. Esty's 1983 volume consisted of \$514,000,000 in media and \$51,000,000 in materials and services.

In 1984 the agency gained: Boyle Midway, div of American Home Products.

It lost: Colgate-Palmolive, Warner-Lambert, and Ecco Housewares.

Billings breakdown: Newspapers 3%, magazines 15%, supplements 2%, radio 3%, network tv 45%, spot tv 17%, cable tv 1%, outdoor 14%. Employees: 597 in two offices. Top execs: Gordon Bushell, chairman; Larry Wassong, president.

Phone: (212) 692-6200.

Evans Communications Salt Lake City

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	15.6	11.6	34.2
Billings	104.0	77.5	34.2
U.S. volume breakdown			
Media	57.0	40.0	42.5
Materials/services	17.5	13.5	29.6
Capitalized fees	29.5	24.0	22.9

Evans Communications, Salt Lake City, reported gross income of \$15,600,000 in 1984 on billings of \$104,000,000. In 1983, it reported gross income of \$11,625,000 on billings of \$77,500,000.

The agency's 1984 volume consisted of \$57,000,000 in media, \$17,500,000 in materials and services and \$29,500,000 in capitalized fees. Its 1983 volume consisted of \$40,000,000 in media, \$13,500,000 in materials and services and \$24,000,000 in capitalized fees.

In 1984 the agency gained: Isuzu Truck of America, AMC Jeep Dealer Group-Northwest, McDonnell Douglas Physician Systems, Darigold, Pizza Hut-Northwest, American National Bank, KJ-JJ-AM Phoenix, Drug Emporium. It lost: Trus Joist Corp., Shoe Stop Corp.

Billings breakdown: Newspapers 22.3%, magazines 24.4%, radio 19.2%, spot tv 30.6%, outdoor 3.4%, other 0.1%. Employees: 295 in eight offices. Top execs: L. Glen Snarr, chairman-CEO; Jon L. Johnson, president-chief operating officer; Arthur S. Anderson, president-Salt Lake City; Dell R. Nelson, president-Portland; Frank Horsley, chairman-Evans/Kraft; Terrence Lynch, president-Evans/Lynch Rickey; Thomas A. Weinberg, chairman-Evans/Weinberg; Charles R. Bartholomew, president-Evans/Bartholomew; Philip A. Motta, president-Evans/Motta; Frederick G. Todman, president-Evans/Atlanta.

Phone: (801) 364-7000.

Foote, Cone & Belding Communications Chicago

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	268.5	208.4	28.9
Billings	1,802.3	1,405.6	28.2
U.S.			
Gross income	196.9	158.9	23.9
Billings	1,324.4	1,075.5	23.1
U.S. volume breakdown			
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Foote, Cone & Belding Communications, Chicago, reported gross income of \$268,548,000 in 1984, of which \$71,657,000 was in non-U.S. contributions, on billings of \$1,802,319,000. In 1983, it reported gross income of \$208,413,000, of which \$49,500,000 was in non-U.S. contributions, on billings of \$1,405,644,000.

The agency's 1984 U.S. volume of \$1,324,364,000 compared with 1983 volume of \$1,075,479,000. No breakdown was provided for either year.

Overseas, its 1984 dollar volume was \$477,955,000 compared with \$330,165,000 in 1983. No breakdown was provided.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Foote, Cone & Belding, Chicago
- FCB Advertising, New York
- Foote, Cone & Belding, Los Angeles, San Francisco
- Lewis, Gilman & Kynett, Philadelphia

Top 10 I and II agencies by U.S. capitalized fees as a % of U.S. billings

(Capitalized fees ÷ U.S. billings × 100)

Rank	Agency	1984	1983	fees*
1	Lavey/Wolff/Swift	100	100	52.3
2	Lorsch Group	100	100	39.0
3	Direct Marketing Agency	92	93	46.0
4	Kobs & Brady Advertising	85	84	44.5
5	Stone & Adler	84	90	61.3
6	Robert A. Becker Inc.	84	79	41.9
7	Klemtner Advertising	83	59	34.0
8	Carrafiello-Dieth & Associates	79	14	34.0
9	M.E.D. Communications	78	75	39.1
10	Richards Group	75	66	40.0

* Capitalized fees in \$000,000

I agencies: \$15,000,000 +

- Albert Frank/Guenther Law, New York
- Deutsch, Shea & Evans, New York
- Carl Byoir & Associates, New York (pr)
- North Castle Partners, Greenwich, Conn.
- Smith-Hemmings-Gosden, El Monte, Cal.
- VICOM Associates, San Francisco

In 1984 the U.S. agencies gained: Colgate-Palmolive, Long John Silver, Celestial Seasonings, Nutri/System, United Telecom, ComputerLand, Carnation, National Dairy Board (West), Maxicare, Bell Atlantic. It lost: Pizza Hut, Quaker Oats, Coldwell Banker, Wallpapers-To-Go.

Overseas, it gained: Gillette, ICI, Data General, Shulton, Beiersdorf, Motta, Negroni, Iberia, Heinz, ComputerLand. It lost: Minolta, Cinzano, Ferguson, Toshiba.

Billings breakdown: Newspapers 6%, magazines 14.8%, supplements 1.1%, radio 8.5%, network tv 37.5%, spot tv 27.8%, cable tv 1.9%, outdoor 2%, direct mail 0.4%. Employees: 5,832 in 68 offices worldwide; 2,889 in nine U.S. offices.

Top execs: Foote, Cone & Belding Communications—Norman W. Browne, president-ceo; John E. O'Toole, chairman; W.R. Wirth Jr., exec vp-corp. resources; Allan Wilson Jr., exec vp-finance; Antonio S. Beja, president, FCB/Latin America-Pacific-South Africa; Abbott C. Jones, president-FCB Associated; William Kiely, chairman-FCB/Europe; Emine Messigia, president-FCB/Europe; David Ofner, president-FCB/Midwest; Thomas F. Randolph, president-FCB/West; Edward A. Roncarelli, president-FCB Multinational Business Group; Jack M. Young, president-FCB/East.

Phone: (312) 467-9200.

FCB/Direct

FCB/Direct Marketing, Chicago, reported net income of \$20,000 and gross income of \$1,641,000 in 1984 on billings of \$11,000,000. In 1983, it reported net income of \$31,000 and gross income of \$1,304,000 on billings of \$6,900,000. In 1984, volume consisted of \$4,000,000 in media, \$1,500,000 in materials and services and \$5,500,000 in capitalized fees. In 1983, volume consisted of \$500,000 in media, \$900,000 in materials and services and \$5,500,000 in capitalized fees.

Accounts gained: John O. Butler Co., Royal Bank of Canada. Lost: Spring Green. Billings breakdown: Newspapers 5%, magazines 15%, radio 15%, business papers 10%, direct mail 40%, other 15%. Employees: 30. Top execs: Mark Weinstein; James Rose, director; James Tennant, creative director.

Phone: (312) 467-9200.

IMPACT

IMPACT Promotion & Design, Chicago, a subsidiary of Foote, Cone & Belding, reported gross income of \$2,510,000 in 1984 on billings of \$8,285,000. In 1983, it reported gross income of \$1,925,000 on billings of \$6,352,500. In 1984, volume consisted of \$4,950,000 in materials and services, and \$3,335,000 in capitalized fees. In 1983, volume consisted of \$3,811,500 in materials and services, and \$2,541,000 in capitalized

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

fees.

Accounts gained: Ocean Spray, Pet, CBN, KIWI, Zenith Data Systems, Long John Silver, Pearle Vision, Rusty Jones, Sunkist. Accounts lost: Pizza Hut, Swift, Harris, Quaker Oats. Billings breakdown: Supplements 30%, business papers 20%, point of sale 50%. Employees: 40 in two offices. Top execs: Joseph P. Flanagan, director; Sherwin Leff, client services director; George Reiter, Larry Barnhart, Mark Drozd, creative directors; Tom Barr, design director.

Phone: (312) 467-9200.

Geers Gross Advertising New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	23.8	23.1	3.0
Billings	168.6	165.0	1.8
U.S.			
Gross income	23.8	23.1	3.0
Billings	168.0	165.0	1.8
U.S. volume breakdown			
Media	142.0	138.0	2.8
Materials/services	16.0	16.6	3.6
Capitalized fees	10.0	10.4	-3.8

Geers Gross Advertising, New York, reported gross income of \$23,800,000 in 1984 on billings of \$168,000,000. In 1983, it reported gross income of \$23,100,000 on billings of \$165,000,000. Geers Gross in New York is the dominant unit of an English agency of the same name that is publicly traded in the UK.

The New York agency's volume in 1984 consisted of \$142,000,000 in media, \$16,000,000 in materials and services and \$10,000,000 in capitalized fees. Its 1983 U.S. volume consisted of \$138,000,000 in media, \$16,600,000 in materials and services and \$10,400,000 in capitalized fees.

The UK arm provided 1984 dollar volume of \$85,600,000 that broke down into \$71,600,000 in media, \$8,900,000 in materials and services and \$5,100,000 in capitalized fees. In 1983 its volume of \$85,000,000 consisted of \$70,400,000 in media, \$9,000,000 in materials and services and \$5,600,000 in capitalized fees.

Together, the English-based transatlantic agency had gross income of \$37,300,000 in 1984 on billings of \$253,600,000 compared with \$37,000,000 in gross income on billings of \$250,000,000 in 1983.

Geers Gross in February, 1985, became the second major agency in which Eurocom, the large French agency holding company, purchased an interest. Under the arrangement, Geers Gross issued an additional 10% of stock to Eurocom, which placed voting rights with Robert Gross, chairman-New York. During the year, Eurocom also purchased 51% of Young & Rubicam's Marsteller Inc. (minus the pr unit), merging the operation into its major satellite agency, Havas Conseil, based in Paris.

In 1984 the agency gained: G.H. Bass & Co., L'Oreal, The Gap, Fuji micrographics and professional products, Sodastream. It lost: Fortunoff, Gold Seal Co.

Overseas, it gained: Schreiber Furniture, Micronet Computers, Ocean Spray cranberry juice, Clairol appliances, Bass Worthington. It lost: Zanussi.

Billings breakdown: Newspapers 30%, magazines 9%, supplements 5%, radio 5%, network tv 20%, spot tv 24%, cable tv 1%, outdoor 4%, business papers 2%. Employees: 311 in three offices. Top execs: Robert Gross, chairman; Marvin Honig,

vice-chairman, exec creative director; Donald Kurtz, Dick Tarrow, vice-chairmen; John Koutsantou, exec vp-ceo; Kent DeFelle, gm; Joe Carlucci, Chris Hansen, exec vps, Russell Gilsdorf, media director; Nancy Jo Kimmerle, rsch director.

Phone: (212) 916-8000.

Grey Advertising New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	224.2	183.5	22.2
Billings	1,495.6	1,224.0	22.2
U.S.			
Gross income	155.1	125.1	24.0
Billings	1,034.6	839.5	23.2
U.S. volume breakdown			
Media	907.2	763.4	18.8
Materials/services	N/A	N/A	N/A
Capitalized fees	127.4	76.1	67.4

Grey Advertising, New York, reported gross income of \$224,200,000, of which \$69,100,000 was non-U.S. contributions, in 1984 on billings of \$1,495,200,000. In 1983, it reported gross income of \$183,500,000, of which \$58,400,000 was non-U.S. contributions, on billings of \$1,224,000,000.

The agency's 1984 U.S. volume of \$155,100,000 consisted of \$907,200,000 in media and \$127,400,000 in capitalized fees. Its 1983 U.S. volume of \$125,100,000 consisted of \$763,400,000 in media and \$76,100,000 in capitalized fees.

Overseas, its capitalized volume was \$460,600,000 in 1984 and \$384,500,000 in 1983.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Beaumont-Bennett
- Entertainment & Leisure div.
- Grey Direct
- GreyCom
- Grey Lyon & King
- Grey Medical
- Grey Strategic Marketing
- Kosarin Design Group
- RADA Recruitment

In 1984 the agency gained: Toys 'R' Us, Pet Inc.'s Pet-Ritz Pie Crust, Old El Paso, Whitmans and Downy Flake, Bristol-Myers' Nuprin, Ban and Vitalis, Walden Books, U.S. West Direct, Catalina, Knudsen Corp. It lost: Brown & Williamson's Viceroy, General Foods' Izod and Oso Drugs.

Overseas, big additions were Televideo Systems to Grey shops in Austria, Denmark, France, Germany, Japan, the Netherlands, Norway, Sweden and Switzerland, and Beecham in France, Mexico and Switzerland. Other gains: Shell (Argentina), Canon and Inter-Continental Hotels (Australia), Fiat and General Mills Toys (Austria), Cinzano Belgium and Northwest Orient Airlines (Belgium), AMC/Renault, E.D. Smith & Sons and Toys 'R' Us (Canada), Banco O'Higgins, A.C. Nielsen and Yellow Pages (Chile), Sandoz (France), Lindt & Sprungli, Citroen and 3M Deutschland (Germany), Jardine Engineering Corp. and Revlon (Hong Kong), General Mills Toys and Tuborg beer (Italy), Les Must De Cartier and Sumitomo 3M (Japan), Banco de Credito Mexicano (Mexico), Visa Card, Saudi Arabian Airlines (the Netherlands), General Electric (Peru), Mercedes-Benz (Singapore), Chubb Security (South Africa), AGIP and 3M (Spain), Texaco and Halmsteds Sparbank (Sweden), Sylvania (Switzerland), Dunkin' Donuts and General Motors auto (Thailand) Converse running shoes (Thailand), Midas Intl (U.K.), Inter-Continental Hotels (Venezuela).

It lost: New Caledonia Tourism and Stronghold Insurance (Australia), Schartlachberg (Austria), Chi-

cobel (Belgium), Pittway, Steinberg (Canada), Agfa-Gevaert and Plough Chile (Chile), Husqvarna (France), Hong Kong Snack Foods (Hong Kong), FN-Browning Sports (Italy), Jergens (Mexico), Akergrupper (Norway), Jack Chia & Co. (Singapore) Dunlop Tyers (South Africa), Electrolux Motor (Sweden), John West Foods (U.K.), Mavesa (Venezuela).

Billings breakdown: Newspapers 8%, magazines 17%, radio 4%, network tv 48%, spot tv 20%, cable tv 2%, outdoor 1%. Employees: 4,300 in 81 offices worldwide; 2,168 in six U.S. offices. Top execs: Edward H. Meyer, president-chairman; Robert L. Berenson, exec vp-adm.; Alan B. Fendrick, exec vp-treasurer & secretary; Barbara S. Feigin, exec vp-mktg planning & strategic development; Richard M. Karp, Richard R. Kiernan, exec vps-creative services; Alec Gerster, exec vp-media & programing; Stephen A. Novick, exec vp-broadcast production.

Phone: (212) 546-2000.

HBM/Creamer New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	44.2	43.5	1.6
Billings	294.8	290.0	1.6
U.S. volume breakdown			
Media	231.2	230.1	0.4
Materials/services	38.3	37.2	3.0
Capitalized fees	25.3	22.8	11.1

HBM/Creamer, New York, reported gross income of \$44,200,000 in 1984 on billings of \$294,800,000. In 1983, it reported gross income of \$43,500,000 on billings of \$290,012,000.

The agency's 1984 volume included \$231,200,000 in media, \$38,300,000 in materials and services and \$25,300,000 in capitalized fees. In 1983, volume consisted of \$230,080,000 in media, \$37,165,000 in materials and services, and \$22,767,000 in capitalized fees.

In 1984 the agency gained: Molsen, RI Hospital Trust, New American Library, JA Henckel. It lost: Kis, BASF, Star Markets.

Billings breakdown: Newspapers 5%, magazines 33%, supplements 1%, radio 4%, network tv 29%, spot tv 23%, cable tv 1%, outdoor 1%, business papers 2%, other 1%. Employees: 653 in seven offices. Top execs: Donald E. Creamer, chairman; Harold Strauss, vice-chairman; Edward Eskadarian, president; Peter Evans, exec vp; Herbert Burger, William Sprague, senior vps.

Phone: (212) 887-8000.

HCM (New York)

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	75.3	59.9	25.8
Billings	502.0	399.1	25.8
U.S.			
Gross income	30.6	28.1	8.9
Billings	204.0	187.1	9.0
U.S. volume breakdown			
Media	109.8	103.1	6.4
Materials/services	34.7	40.6	-14.5
Capitalized fees	59.5	43.5	36.8

HCM, New York, the new signature created by the September, 1984, merger of major French agency, Havas Conseil, and New York-based Marsteller Inc., reported gross income of \$75,282,000 of which \$44,700,000 was non-U.S. contributions, in 1984 on billings of \$501,984,000. In 1983, comparable

figures would be gross income of \$59,857,000 of which \$31,800,000 was non-U.S. contributions, on billings of \$399,140,000.

The agency's 1984 U.S. volume of \$203,984,000 consisted of \$109,807,000 in media, \$34,663,000 in materials and services and \$59,514,000 in capitalized fees. Its comparable 1983 U.S. volume of \$187,140,000 consisted of \$103,073,000 in media, \$40,553,000 in materials and services and \$43,514,000 in capitalized fees.

Non-U.S. volume in 1984 was \$298,000,000 compared with \$212,000,000 in 1983. Havas Conseil's results were the lion's share of international billings for both years.

Under the merger, Young & Rubicam, owner of Marsteller, got 49% of the new agency, and Eurocom, parent of Havas Conseil, got 51%. Burson-Marsteller, the public relations unit of Marsteller, remained 100% owned by Y&R. Its gross income and billings do not appear in the 1984 or 1983 results shown. Traditionally consolidated with those of Marsteller, the pr unit's results were subtracted from the 1983 figures. Those of Havas Conseil were added to Marsteller in 1983 to arrive at a comparable year-to-year growth figure for the two HCM partners. In 1983, consolidated figures for the advertising and pr units at Marsteller Inc. were fee income of \$84,258,000 on capitalized billings of \$562,000,000.

The Eurocom connection gives Marsteller greater European presence. The European group will include about \$300 million in billings distributed in 14 French offices and 13 in other European countries. Marsteller brings a London office into the group for the first time. Eurocom finally gets a foothold in the U.S. following an unsuccessful attempt to establish Kelly Nason, New York, as its U.S. base in 1977. That lasted two years before Kelly Nason employees bought back the agency.

In 1984 the agency gained: Perkins Restaurants, Charles P. Young, GAB Business Services, Mita Copiers, Spiegel Retail, Connecticut Bank & Trust. It lost: Allnet, Vernor's.

Overseas, it gained: Toshiba Copiers & Computers, Penney, Swiss Credit Bank, Mahou beer, Chanel, Camel Plus pay tv, Materner preserves, A. Blatt wool. Lost: None.

Billings breakdown: Newspapers 8.1%, magazines 21.8%, supplements 0.2%, radio 6.5%, network tv 20.8%, spot tv 14.3%, outdoor 1.0%, business papers 27.3%. Employees: 1,329 in 25 offices. Top execs: R. Schmetterer, ceo; Louis Magnani, president-USA; Alain de Pouzilhac, president-Europe; M. Drzen, Dale Landsman, Thomas Sharp, Milton Lynnes, Bert Rosenberg, exec vps.

Phone: (212) 752-6500.

Hill, Holliday, Connors, Cosmopolos Boston

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	26.3	17.3	52.5
Billings	175.4	115.0	52.5
U.S.			
Gross income	22.7	14.6	55.7
Billings	151.5	101.4	49.6
U.S. volume breakdown			
Media	52.3	38.7	35.1
Materials/services	6.0	10.1	-40.5
Capitalized fees	93.3	52.6	77.4

Hill, Holliday, Connors, Cosmopolos, Boston, reported gross income of \$26,304,600, of which \$3,575,800 was non-U.S. contributions, in 1984 on billings of \$175,364,000. In 1983, it reported

I agencies: \$15,000,000 +

gross income of \$17,250,000, of which \$2,650,700 was non-U.S. contributions, on billings of \$115,000,000.

The agency's U.S. 1984 volume of \$151,525,300 consisted of \$52,282,700 in media, \$5,984,000 in materials and services and \$93,258,600 in capitalized fees. Its 1983 volume of \$101,406,100 consisted of \$38,691,900 in media, \$10,145,600 in materials and services and \$52,568,600 in capitalized fees.

Overseas, its 1984 dollar volume of \$23,838,700 consisted of \$6,992,000 in media, \$2,494,000 in materials and services and \$14,352,700 in capitalized fees. Its 1983 dollar volume of \$13,593,900 consisted of \$4,290,600 in media, \$1,058,900 in materials and services and \$8,244,400 in capitalized fees.

In 1984 the agency gained: Gould Inc., Edwards Food Warehouse, M.S. Walker, Springs Industry, ShareAmerica, Puma USA, Ritz Carlton (Boston), Cellular One, Telcelco Inc., CombiNet, Cluett Peabody's Youthwear Div. and Colours by Alexander Julian Div., Colonial Provision Co. It lost: H.P. Hood Dairy.

Overseas, it gained: Granada Business Centres, SICOB, Iveco, Thorn/EMI, Thomson Telephone, Jetour, SBA Consulting, Wrightline GmbH. It lost: Lotus Development Corp.

Billings breakdown: Newspapers 20%, magazines 19%, radio 9%, network tv 14%, spot tv 23%, outdoor 1%, business papers 8%, other 6%. Employees: 411 in nine offices. Top execs: George J. Hill III, chairman; John M. Connors Jr., president; Walter M. Pile, exec vp-gen; Jack Sansolo, exec vp-mktg services director; Dick Pantano, Tony

Winch, exec vps-creative directors; Malcolm MacDougall, president-creative director, New York office; Scott Cheyne, Bob Curry, Ann Finucane, Mike Wilder, senior vps-acct service; Doug Houston, Paul Regan, senior vps-associate creative directors; Felice Kincannon, senior vp-media director; William Matteson, senior vp-European client service director; Seumas McGuire, senior vp-creative services director; John Mills, senior vp-finance; Christine Miller, senior vp-mng director, New York office; Susan Smith, senior vp-intl; Yustin Wallrapp, senior vp-director of pr.

Phone: (617) 437-1600.

Jordan, Case & McGrath New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	24.2	21.0	15.2
Billings	165.1	147.8	11.7

U.S. volume breakdown

Media	135.0	115.0	17.3
Materials/services	4.8	4.1	17.0
Capitalized fees	25.3	28.7	-11.8

Jordan, Case & McGrath, New York, reported gross income of \$24,200,000 in 1984 on billings of \$165,100,000. In 1983, it reported gross income of \$21,000,000 on billings of \$147,800,000.

The agency's 1984 volume consisted of \$135,000,000 in media, \$4,800,000 in materials and services and \$25,300,000 in capitalized fees. Its 1983 volume consisted of \$115,000,000 in media, \$4,100,000 in

materials and services and \$28,700,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of subsidiary:

• Specht, Gilbert & Partners

In 1984 the agency gained: Revlon Health Care's Barnes Hind Div.'s soft contact lenses; A.H. Robins new products; Nestle USA's Goobers, Raisinets, Bit-O-Honey; Selchow & Righter's Scrabble People; Tonka's Gobots; Wheat Industry Council; Welch Food's Welch's Orchard Juices; Norcliff-Thayer's Oxy Clean. It lost: Richardson-Vicks' Saxon lotion, Long John Silver.

Billings breakdown: Newspapers 2%, magazines 16%, supplements 2%, radio 12%, network tv 35%, spot tv 27%, cable tv 4%, outdoor 1%, business papers 1%. Employees: 205 in one office. Top execs: James J. Jordan, chairman; Gene Case, creative director; Patrick J. McGrath, president; John L. Taylor, exec vp.

Phone: (212) 906-3600.

Keller-Crescent Co. Evansville, Ind.

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	22.5	19.2	17.2
Billings	114.0	96.1	18.6

U.S. volume breakdown

Media	23.5	17.3	35.8
Materials/services	39.8	30.0	32.6
Capitalized fees	50.7	48.8	3.7

Keller-Crescent Co., Evansville, Ind., reported gross income of \$22,496,000 in 1984 on billings of \$114,013,000. In 1983, it reported gross income of \$19,189,000 on bill-

ings of \$96,124,000.

The agency's 1984 volume consisted of \$23,512,000 in media, \$39,807,000 in materials and services and \$50,694,000 in capitalized fees. Its 1983 volume consisted of \$17,313,000 in media, \$33,012,000 in materials and services and \$45,799,000 in capitalized fees.

In 1984 the agency gained: Bootz Mfg., Emge Meat Packing, Fanny-May Candy Shops, Justus Enterprises, McDonald Dairy, Petrochem Corp., Tell City National Bank, Colorkraft Corp., Firestone Steel Products, Ignitor Products Intl, Mitsubishi Intl Corp., Storm Printing, Wavetek Indiana, Kusan Mfg., OEC/Dianetics, Wayne-Dalton Corp., Rent A Center, Uccel Corp.

It lost: Anheuser-Busch special projects and Eagle Snacks, Arkla Industries, Borden's Confectionery Div., Cresline Plastic Pipe, Dorman Products, Intl Yarn, KCL Corp., Koch Label, Hoffco Inc., Muse Air, Suburban American Corp., Caltex Petroleum, Highland Park National Bank, Color Tile.

Employees: 585 in two offices. Top execs: Alan Graf, chairman; Thomas M. Smythe, president; Ray Trapp, Southwest president; Al Samuelson, exec vp-creative director; Chuck Bua, Southwest exec vp-creative director.

Phone: (812) 424-2461.

Kenyon & Eckhardt New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	56.4	50.5	-6.7
Billings	376.2	392.2	-4.1

U.S.			
Gross income	41.3	45.0	-8.3
Billings	275.2	289.2	-4.8

U.S. volume breakdown			
Media	183.5	234.9	-10.4
Materials/services	24.6	24.7	-0.4
Capitalized fees	67.1	59.6	12.6

Kenyon & Eckhardt, New York, a Lorimar Co. subsidiary, reported gross income of \$56,411,109, of which \$15,150,000 was non-U.S. contributions, in the fiscal year ended July 31, 1984, on billings of \$376,211,597. In the calendar year 1983, it reported gross income of \$60,457,000, of which \$15,450,000 was non-U.S. contributions, on billings of \$392,173,796.

The agency's 1984 U.S. volume of \$275,211,597 consisted of \$183,505,018 in media, \$24,640,563 in materials and services and \$67,066,016 in capitalized fees. Its 1983 U.S. volume of \$289,173,796 consisted of \$204,896,639 in media, \$24,702,751 in materials and services and \$59,574,406 in capitalized fees.

Overseas, its volume was \$101,000,000 in 1984 and \$103,000,000 in 1983. No volume breakdown was provided.

In 1984 the agency gained: New York Telephone, Contrex, J.H. Filbert, Bristol-Myers' Vitalis, Dino DeLaurentis, N.E. Shrimp, MAI/Basic 4. It lost: Premex, Wickes (Snyder Drugs, Howard Bros. Red Owl), Timex, Ware Savings.

Overseas, it gained: British Telecom, Imperial War Museum (U.K.); Solvay Chemical Products, Air Malta, Boehringer Thompirina Analgesic, Club Med (Italy); ESAB & Arcos Welding, Barbour Clothing (Germany); Good Companion cigarettes, Cussons toiletries, Lucullus foods & wines, Lion & Globe cooking oils, Amoy Canning (Hong Kong); Toys 'R' Us (Singapore); Lion Stout, Regnis & Tron from Singer, Konsum Family Products (Malaysia); Thailand Tourism Authority, Courvoisier cognac, Svenson Hair Center (Thailand); Canon,

California Cling Peaches Advisory Board (Japan); Fisher & Paykel range/dishwashers (New Zealand); Helene Rochas perfumes, Germaine Monteil cosmetics, Instituto Technico, Isabelle Lancray cosmetics, Sherwin Williams paints (Puerto Rico); Fuji Film, Balsea soft drinks, Etiquetta Azul mineral water (Mexico); Sanyo, American Express (Middle East). It lost: Nestle (Malaysia/Singapore); Mercedes Benz (Singapore); Gallaher Silk Cut cigarettes, General Electric, Life Savers' Bubble Yum and Qantas (Hong Kong).

Billings breakdown: Newspapers 7%, magazines 28%, radio 9%, network tv 29%, spot tv 22%, cable tv 2%, outdoor 2%, other 1%. Employees: 2,375 in 61 offices worldwide; 625 in 23 U.S. offices. Top execs: Leo-Arthur Kelsonson, ceo-chairman; Ronald DeLuca, Stephen O. Frankfurt, vice-chairmen; William Lang, exec vp-treasurer; Peter Dimsey, Larry Flink, Murray Smith, exec vps.

Phone: (212) 880-2000.

Ketchum Communications Pittsburgh

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	60.9	52.7	15.5
Billings	406.1	368.4	10.2

U.S.			
Gross income	53.1	46.8	13.4
Billings	354.1	312.2	21.7

U.S. volume breakdown			
Media	245.4	214.3	14.5
Materials/services	25.0	29.2	-14.3
Capitalized fees	83.6	68.7	21.7

Ketchum Communications, Pittsburgh, reported gross income of \$60,881,000, of which \$7,800,000 was non-U.S. contributions, in 1984 on billings of \$406,050,000. In 1983, it reported gross income of \$52,707,000, of which \$5,899,000 was non-U.S. contributions, on billings of \$368,409,000.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Ketchum Advertising/USA
- Ketchum Public Relations
- New Venture Communications
- Shivers Communications
- Ketchum Yellow Pages
- Ketchum Direct

The agency's 1984 U.S. volume of \$354,050,000 consisted of \$245,369,000 in media, \$25,033,000 in materials and services and \$83,648,000 in capitalized fees. Its 1983 volume of \$312,209,000 consisted of \$214,260,000 in media, \$29,221,000 in materials and services and \$68,728,000 in capitalized fees.

Overseas, its dollar volume was \$52,000,000 in 1984 and \$56,200,000 in 1983. No volume breakout was provided.

In 1984 the agency gained: California Egg Commission, National Food Assn., Pacific Bell, Wallpapers To Go, Intl Banana Assn., Digital Equipment Corp., Homelite-Jacobson, CertainTeed, Coleco, Burry-Lu, Hanes new products, Hermann Hospital & Affiliated System. It lost: Rockwell Intl, Koret, Calgo, Season-All, Caesar's Boardwalk Regency, Melitta, General Foods, Food Service, Air Jamaica, Gordon's Contemporary Stores, ACF. Overseas, it gained: Miller Brewing lite beer (Japan). It lost: Rockwell Intl.

Billings breakdown: Newspapers 9.3%, magazines 13.8%, radio 11.8%, network tv 21.2%, spot tv 33.8%, cable tv 0.3%, trade papers 9.8%. Employees: 1,050 in 16 offices worldwide; 875 in 11 U.S. offices. Top execs: William H. George, chairman-ceo; Gerald J. Vorvos, president-chief operating officer; Edward L. Graf, exec vp-cfo; Don-

Y&R: An impressive runnerup

One of the many apocryphal tales in advertising deals with a client who went about choosing his new agency by reviewing major account changes of the year and figuring out which agency was the most consistent runnerup. That was the agency he selected.

He explained, the legend goes, that because different clients have different needs and different reasons for their first choice, it is the steady second-place finisher that is, by anyone's criteria, generally doing the best work.

For those who follow that logic, Young & Rubicam's credentials would appear to be in good order. ADVERTISING AGE editors were sufficiently impressed by Y&R's 1984 creative output to make the agency their runnerup choice behind BBDO. Y&R was also a finalist last year. And it was the co-winner in 1978, along with N.W. Ayer.

Among the Y&R creative work most often cited were ads for American Telephone & Telegraph, Lincoln-Mercury, Jell-O, Thomas' English muffins, Campbell Soup Co., U.S. Postal Service and 7-Eleven stores.

The agency is justifiably proud of its track record in the creative

award derby:

It recently produced an 90-page catalog of ad awards garnered by its various agencies around the



"Little Rascals" rally around Jell-O Gelatin Pops stand.



Dr Pepper can slake the mighty thirst of Godzilla.



Lincoln-Mercury rolls into town for a reunion...

world. In the foreword, Y&R's Alex Kroll, recently named chief executive officer, wrote:

"While we do not measure our success by awards... they tell us whether our creative product is near, or at, the leading edge of inventiveness.... They show us where we stand in the 'art' of commercial communications, which is at least half the business."

The list includes 13 citations from the International Advertising Film Festival at Cannes.

Ad Age's editors noted that in 1984 Y&R was particularly adept at adding familiar touches to a number of clients' tv spots for added impact.

For example, A Mercury class reunion spot was reminiscent of "The Big Chill" movie of a similar theme. Dr Pepper used a takeoff on Godzilla and another on the bar scene in "Star Wars." A band of "Little Rascals" types appeared in Jell-O spots, an Ed Sullivan spoof was the theme of a Ruffles commercial, and old movie clips were used in a Dentyne spot.

And the agency recently broke a major campaign for Metropolitan Life using the popular "Peanuts" comic strip characters.



...and lost friends arrive "home" as in "The Big Chill."



Charlie Brown gives sales pitch for Metropolitan Life.

I agencies: \$15,000,000 +

ald G. Sullivan, president-Ketchum Advertising/USA; Paul Alvarez, chairman-Ketchum Public Relations; Maryalice Fullmer, president-Ketchum Direct; Herbert D. Gordon, president-Ketchum Yellow Pages; Thomas J. Smith, president-Ketchum Intl; Joseph M. Coogle, exec vp-Ketchum Communications.
Phone: (412) 456-3500.

Laurence, Charles & Free New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	32.3	29.3	10.3
Billings	215.0	195.0	10.3

U.S. volume breakdown

Media	192.0	175.0	9.7
Materials/services	11.0	10.0	10.0
Capitalized fees	12.0	10.0	20.0

Laurence, Charles & Free, New York, a Mickelberry Corp. agency, reported gross income of \$32,250,000 in 1984 on billings of \$215,000,000. In 1983, it reported gross income of \$29,250,000 on billings of \$195,000,000.

The agency's 1984 volume consisted of \$192,000,000 in media, \$11,000,000 in materials and services and \$12,000,000 in capitalized fees. Its 1983 volume consisted of \$175,000,000 in media, \$10,000,000 in materials and services and \$10,000,000 in capitalized fees.

In 1984 the agency gained: Drackett Co.'s Renuzit and Vanish, S.C. Johnson Fiberglass, Dreyfus Corp., Uniden Corp., Hearst Corp. It lost: None.

Billings breakdown: Newspapers 21%, magazines 23%, supplements 1%, radio 2%, network tv 25%, spot tv 12%, cable tv 2%, outdoor 7%, business papers 1%, transit advertising 5%, point of sale 1%. Employees: 205. Top execs: Charles Goldschmidt, chairman; F. William Free, chairman-exec committee; Laurence D. Dunst, president; Brett Shevak, president-LCF&S div.; Thomas K. Myers, vice-chairman; Martin Smith, vice-chairman-account mgr; Russell K. Shaffer, exec vp-act services; Samuel Alfstad, Paul Hodges, exec vps-creative directors; Alfred L. Evans Jr., exec vp-mgmt super; Alfred Magnane, Malcolm Minor, Basil Thomsen, senior vp-mgmt supers; Richard Walken, senior vp-mktg services & media; Robert Adler, senior vp-media director; Paul Hiromora, senior vp-mktg rsch; Doris Gould, Ellen Goldschmidt, senior vps-broadcast production; Jack Mitnick, senior vp-production.
Phone: (212) 661-0200.

Leber Katz Partners New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	32.4	29.2	10.9
Billings	279.3	251.0	11.2

U.S. volume breakdown

Media	228.8	206.3	10.8
Materials/services	14.4	13.3	8.0
Capitalized fees	36.1	31.4	15.1

Leber Katz Partners Advertising, New York, reported gross income of \$32,402,000 in 1984, on billings of \$279,326,000. In 1983, it reported gross income of \$29,191,000, on billings of \$251,043,000.

The agency's 1984 volume included \$228,785,000 in media, \$14,403,000 in materials and ser-

vices and \$36,138,000 in capitalized fees. Its 1983 volume consisted of \$206,322,000 in media, \$13,325,000 in materials and services and \$31,396,000 in capitalized fees.

In 1984 the agency gained: R.J. Reynolds' new Ritz cigarettes, public issues, Heublein and RJR Development Corp., Campbell Soup Co.'s Prego Plus and Juice Bowl, Lenox Inc.'s Lenox Collections div., Richardson-Vicks' Saxon and new products, American Telesystems, and direct marketing for Colonial Penn Insurance, Prudential/AARP Insurance, National Liberty Mktg Inc., World Book Insurance Group. It lost: Bonne Bell Inc.

Billings breakdown: Newspapers 16%, magazines 28%, radio 11%, total tv 24%, outdoor 4%, business papers 3%, direct marketing 10%, sales promotion 4%. Employees: 285. Top execs: Stanley H. Katz, chairman; Jonathan L. Adams, president; Murray A. Valenstein, vp; Laurel Cutler, vice chairman-mktg planning director; Samuel R. Eisnitz, Jerome L. Davidow, exec vps-act mgmt; Robert T. Hirsch, exec vp-mgmt rep; Paul E. Lucy, exec vp-chief admin officer; Kenneth L. Damsky, treasurer-senior vp, finance.
Phone: (212) 705-1243.

Lord, Geller, Federico, Einstein New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	29.8	14.4	106.6
Billings	207.2	98.2	110.9

U.S. volume breakdown

Media	169.4	75.3	124.9
Materials/services	25.1	10.9	130.2
Capitalized fees	12.7	12.1	5.0

Lord, Geller, Federico, Einstein, New York, a subsidiary of JWT Group, reported gross income of \$29,758,223 in 1984 on billings of \$207,194,203. In 1983, it reported gross income of \$14,406,308 on billings of \$98,240,182.

The agency's 1984 volume consisted of \$169,394,356 in media, \$25,143,904 in materials and services and \$12,655,943 in capitalized fees. Its 1983 volume consisted of \$75,304,845 in media, \$10,879,992 in materials and services and \$12,055,345 in capitalized fees.

In 1984 the agency gained: WNBC-TV (New York), Book-of-the-Month Club, Radio Advertising Bureau, Barbar Group, Charles of the Ritz Group's Gianni Versace, Charles of the Ritz and Alexandra de Markoff. It lost: G.H. Bass & Co., Quality Paperback, Fortune Book Clubs.

Billings breakdown: Newspapers 14%, magazines 30%, radio 5%, network tv 30%, spot tv 15%, cable tv 1%, outdoor 3%, business papers 1%, transit advertising 1%. Employees: 257 in two offices. Top execs: Richard J. Lord, chairman-CEO; Norman Geller, Gene Federico, vice-chairmen; Arthur W. Einstein Jr., president-creative director; Edward D. Yaconetti, exec vp-chief operating officer; Robert F. Wells, senior vp-act services; William L.

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Sibert, senior vp-marketing services.

Phone: (212) 421-6050.

Marschalk Campbell-Ewald Worldwide New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	140.3	126.7	10.7
Billings	935.6	844.9	10.7

U.S.

Gross income	112.1	99.5	12.6
Billings	747.9	663.8	12.6

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

☑†

Marschalk Campbell-Ewald Worldwide, New York, part of the Interpublic Group of agencies, reported gross income of \$140,272,000 in 1984, of which \$28,143,000 was in overseas contributions, on billings of \$935,612,000. In 1983, it reported gross income of \$126,672,000, of which \$27,149,000 was in overseas contributions, on billings of \$844,901,000.

The agency group's U.S. volume was \$112,129,000 in 1984 and \$99,523,000 in 1983. No further volume breakdown was provided. No media breakout was provided.

Included in the agency's figures are the billings and gross income of Interpublic agencies:

- Campbell-Ewald Co.
- Campbell-Ewald International
- Marschalk Co.
- Clinton E. Frank Inc. (merged with C-E Co.)

(For accounts gained and lost in the U.S. and overseas, see individual agencies grouped with this profile.)

Employees: 1,934 in 29 Marschalk Campbell-Ewald Worldwide offices, including 1,369 in 17 U.S. offices. Top execs of Marschalk Campbell-Ewald Worldwide: Richard D. O'Connor, chairman-CEO, Marschalk Campbell-Ewald Worldwide; Lester A. Delano, president-CEO, Marschalk Campbell-Ewald Worldwide; Paul L. John, chairman-CEO, Campbell-Ewald Co.; Michael S. Lesser, chairman-CEO, Marschalk Co.; Robert P. Roselle, cfo-Marschalk Campbell-Ewald Worldwide.
Phone: (212) 315-8360

Marschalk Co.

Marschalk Co., New York, reported gross income of \$40,881,000 in 1984 on billings of \$272,676,000. In 1983, it reported gross income of \$32,129,000 on billings of \$214,300,000.

Volume was all in the U.S. No volume breakdown was reported for either year.

In 1984 the agency gained: Comerica, Beckley Cardy school supplies, Winmar shopping malls (Cleveland), Fuddrucker's fast food (Houston), SONY vcrs, Philips Automated Home Systems, Economic Laboratory, Coca-Cola Minute Maid soda (New York), Marriott Hotels' Fisherman's Wharf (San Francisco). It lost: Gibraltar s&l (Houston), Heublein (New York).

Employees: 572 in four U.S. offices. Top execs: Michael S. Lesser, chairman; Andrew J. Langer, president; exec vps—Stuart J. Agres, Stephen A. Bayer, Daniel E. Cohen, Eric J. Einhorn, James D. Johnson, Marshall Karp, Barry R. Linsky, Lyle E. Metzendorf, Kenneth I. Roffe, Richard Villante.
Phone: (212) 708-8800.

Campbell-Ewald Co.

Campbell-Ewald Co., Warren, Mich., reported gross income of \$99,391,000 in 1984, of which \$28,143,000 was from non-U.S. contributions represented by

Campbell-Ewald International, on billings of \$662,936,000. Figures include those of Clinton E. Frank Inc., whose Chicago office was closed in 1984 and its remaining Richmond office merged into Campbell-Ewald Co.

The equivalent figures for 1983 (including the addition of Clinton E. Frank) were gross income of \$94,543,000, of which \$27,149,000 was from Campbell-Ewald International, on billings of \$630,601,000.

In the U.S., total volume was \$475,225,000 in 1984 and \$449,518,000 in 1983. No further volume breakout was provided. Of the total Clinton E. Frank's contributions, all in the U.S., were gross income of \$2,667,000 in 1984 and \$3,898,000 in 1983, and capitalized billings of \$17,789,000 in 1984 and \$26,000,000 in 1983.

Account gains in U.S.: Rockwell Intl, Mennen, Bacardi's Hatuey Beer, Bridgestone Tire Co., Sheaffer media placement, General Motors new assignments—Chevrolet Astro Van co-op and Service Parts div (Detroit). It lost: Philips' Magnavox (Detroit).

Overseas, its major gains included new assignments for Coca-Cola (Netherlands-Sprite, South Africa and Mexico-Fanta), and for Henkel (South Africa-Dixi dishwashing detergent, Spain and Canada-Fa soap, Germany-Denta Clean). Its major account loss overseas was Goodyear (Belgium, UK, France, Germany, Italy). Other gains: Fielder's Bakery, MLC Assurance, Home Yardage fabrics, Elna Sewing Machines, Carreras Rothman (Australia); Avis Rent-A-Car, Fourcroy's Garcia wine, Niemeyer's Samson Tobacco, Maredsous soft cheese (Belgium); Levi Strauss, Libby-Owens-Ford, Johnson & Johnson shampoo, Visagis' Visconti bakery products (Brazil); DuPont Plastics, fibres, chemicals, Electrolux, Nesbitt Thomson investment group, Rockwell Intl (Canada); JVC video & audio systems, in-car entertainment, Wanderer's Ovaltine, Ernst & Whinney, Ideal Standard bathroom equipment (England); Campari, Maitre Coq poultry, Poulain's Le Cadre Noir, Bassetti linens, Kelly Girl (France); Fordgemeinschaft Gutes Horen Assn for Promotion of Hearing Aids, Bayer aspirin, McKesson Group Armor All Car Care, Info Kaberkommunikation cable tv, Heidseick Monopole champagne, Woelm Pharma's Vitamin E, Nestle's Barenmarke milk (Germany); Gucci clothing/purses, Mondial Assistance insurance, Centrokappa furniture (Italy); Grupo Loreda restaurant chain, Smith Kline French's Contac, Mentholatum, Iodex, Bristol-Myers' Windex (Mexico); Hertz Rent-A-Car, Nedan's Velamints, Stimorol, Fisherman's Friend, Cointreau's Lancers White Wine (Netherlands); Twins skin care & toiletries, Gilbey's Bertrams VO brandy, wines (South Africa); Banco de Huesca, Pamplonica meat, Braun electric toothbrush, Coeba supermarkets (Spain).

Other losses: McEwans Hardware, Burroughs (Australia); Martini & Rossi (Belgium); Cica foods, Temana air freshener, Primicia luggage (Brazil); Olympia business equipment (Germany); Barilla bakery products (Italy); Canon Copiers (Netherlands); Joshua Doore, Spur Steakhouses (South Africa); MICPE Apple computers (Spain).

Employees: 1,362 in 25 offices worldwide; 797 in 13 U.S. offices (including the merged Clinton E. Frank).

Top execs: Paul L. John, chairman; Richard D. O'Connor, vice-chairman; Peter A. Dow, president-CEO; Robert P. Roselle, exec vp-treasurer; James I. Bernardin, Sean K. Fitzpatrick, Jan T.L. Homan, Ronald W. Mitchell, John

H. Newhall, R. Hamilton Schirmer, Louis M. Schultz, William J. Tausch, Eugene F. Taylor, exec vps; Lawrence Cugini Jr., Joseph V. Karle Jr., Richard S. Macedo, James J. O'Neal, Robert F. Oviets, Dennis H. Plankner, Laurence B. Rood, group senior vps; Edwin L. Acker, Harold E. Allen, Ian W. Beaton, Michael O. Bell, Harold W. Bickner Jr., James T. Birchfield, Paul B. Blustain, Thomas R. Boyd, Robert E. Britton, Eugene Butera, Theodore J. Charron, Neil Costa, Larry R. Fleming, Thomas H. Gaskin, Robert J. Gervason, Ronald D. Geskey, Charles E. Glass, Donald L. Gould, Bernard Guggenheim, John B. Hammond Jr., Robert F. Henry, Frank E. Hoag Jr., Anthony J. Hopp, Molly A. Hudson, Duane G. Kell, Kenneth M. Konenik, Ronald S. L. Piec, James A. Lodge, Harold A. Margolis, Glenn T. Marriachi, John S. Momeyer, John W. Nuccio, Lawrence M. Rau, Warren Ruden, Gunther Saupe, Robert Schenkel, William S. Schindler, Roderick G. Smith, David S. Stone, Eugene H. Tashoff, Francisco Vergara, Martin F. West, Donald D. Williams, senior vps. George B. Woltz, president Campbell-Ewald Richmond; Louis H. Bridestine Jr., vp-secretary.
Phone: (313) 574-3400.

MCA Advertising New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	17.6	16.5	6.4
Billings	148.7	137.5	8.1

U.S. volume breakdown

Media	139.2	134.9	3.1
Materials/services	N/A	N/A	N/A
Capitalized fees	9.5	2.6	268.9

MCA Advertising, New York, a wholly owned subsidiary of Marketing Corp. of America, Westport, Conn., reported gross income of \$17,550,000 in 1984 on billings of \$148,700,000.

In 1983, the agency reported gross income of \$16,500,000 on billings of \$137,500,000.

The agency's U.S. 1984 volume consisted of \$139,200,000 in media and \$9,500,000 in capitalized fees. Its 1983 volume consisted of \$134,925,000 in media and \$2,575,000 in capitalized fees.

In 1984, the agency gained: Menley & James Laboratories' Congestac and Ecotrin, Ralston Purina's S'mores granola bars, H.J. Heinz's Weight Watcher's bread and ice cream, Chico San rice cakes, B-F Spirits' Canadian Mist, Southern Comfort and Early Times. It lost: Tropicana Products' Pure Premium, Gold n' Pure and Frozen Concentrate orange juice.

Billings breakdown: Newspapers 5%, magazines 20%, supplements 1%, radio 1%, network tv 25%, spot tv 22%, cable tv 2%, outdoor 20%, transit advertising 3%, point of sale 1%. Employees: 92 in two offices. Top execs: Morgan Hunter, chairman; Bill Bishop, president; Warren Dechter, Bob Lepre, Richard Sellers, exec vps.
Phone: (212) 661-5491.

McCaffrey & McCall New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	27.5	23.9	15.0
Billings	183.4	159.9	14.6

U.S. volume breakdown

Media	183.4	159.9	14.6
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

I agencies: \$15,000,000 +

McCaffrey & McCall, New York, a subsidiary of Saatchi & Saatchi, Compton Worldwide, reported gross income of \$27,503,000 in 1984 on billings of \$183,353,000. In 1983, it reported gross income of \$23,900,000 on billings of \$159,900,000. Volume for both years was all in media.

In 1984 the agency gained: Citibank, National Coffee Assn., New York Stock Exchange. It lost: None.

Billings breakdown: Newspapers 12%, magazines 40%, radio 4%, network tv 31%, spot tv 7%, cable tv 1%, outdoor 2%, direct mail 3%. Employees: 340.

Top execs: David B. McCall, chairman-CEO; Henry P. Bernhard, president-CEO; Robert H. Cherins, president-direct; R. Bruce Montgomery, William T. Shaw, John A. Sidebotham Jr., exec vp-creatives; Richard J. Passanant, exec vp-cfo; Linden A. Davis Jr., senior vp-rsch; Harris Lefkon, senior vp-media; Patrick A. Hehir, senior vp-treasurer; Norman S. Freedman, Peter A. Manley, William J. Wieser, senior vp-accts. Phone: (212) 421-7500.

McCann-Erickson Worldwide New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	325.2	267.2	21.7
Billings	2,169.4	1,782.2	21.7

U.S.	1984	1983	% chg
Gross income	118.5	95.4	24.2
Billings	790.5	636.4	24.2

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

McCann-Erickson Worldwide, New York, reported gross income of \$325,241,000 in 1984, of which \$206,726,000 was in non-U.S. contributions from McCann-Erickson International, on billings of \$2,169,356,000. In 1983, it reported gross income of \$267,199,000, of which \$171,793,000 was in non-U.S. contributions, on billings of \$1,782,220,000.

The agency's 1984 U.S. volume was \$790,495,000 in 1984 and \$636,358,000 in 1983. Overseas volume was \$1,378,861,000 in 1984 and \$1,145,862,000 in 1983. No further breakdown was reported.

Figures for McCann-Erickson USA include those of the division: • March Direct Marketing

In 1984, McCann-Erickson USA gained: Atlanta Convention Visitors Bureau, Northwestern Bank, Wilcom computer software, Georgia Alliance for Children (Atlanta), Covington & Samson Buick Dealers (Detroit), Houston Economic Development Council, Exxon new assignments (Houston), Chas. P. Young Print Network, San Diego Coca-Cola Bottler, Hilton Co-op (Los Angeles), Society National Group insurances, Commerce Union Bank, Video-Tech computerized shopping service, Nashville Symphony (Louisville), Eastman Kodak cameras & video tape, Beatrice Foods' & Bonkers cat food, Renfield Importers' Martini & Rossi, Simac Appliance Co. small appliances, Council for Cable Info, Haagen Dazs, Sony audio products, AT&T Equal Access, American Express' Platinum Card & Consumer Lending, Shearson/American, Unilever new product, R.J. Reynolds new product (New York), Coca-Cola Bottling Co. of California, Tri-State Milk Producers, Dairy Promotion Federation, Fireman's Fund (San Francisco), Tom Software, Sylvan

Learning Center, Blue Cross, Flak-Jake's hamburger chain, Group 4 farm publications, Seattle First National Bank (Seattle). It lost: Chick-Fil-A restaurants (Atlanta), Chili's Fast Food, Southwest Bancshares (Houston), Straw Hat Fast Food, Velvet Turtle restaurants (Los Angeles), Brown-Forman (Louisville and New York), Kentucky Fried Chicken (Seattle).

McCann-Erickson's March Direct Marketing unit gained in the U.S. American Express Platinum Card, Texas Instruments catalog operation/software, Rolling Stone, Group 4 home computer book, Coca-Cola's Max drink.

Overseas, McCann-Erickson International gained much of its new activity in new assignments from Coca-Cola, Johnson & Johnson, Martini-Rossi, Ebauche ETA Swatch Watch, L'Oreal, Nestle, Kodak, Henkel, General Motors, R.J. Reynolds, Gillette and Goodyear, American Express, Nabisco and Texas Instruments.

New assignments from Coca-Cola: Diet Coke (Argentina, Belgium, Chile, Italy, Norway); Caffeine-free Coke (Austria, Germany, Norway); Sprite (Brazil, Colombia, France, Sweden); Fanta (Kenya, Sweden); and Simba (Brazil); mineral water (Hong Kong); Coke (Jamaica); Mellow Yellow, Smokin' Joe (South Africa); Kinley (Switzerland); Grape Fanta (Uruguay). For J&J: Baby products (Argentina, Kenya, Mexico, Philippines, Singapore); Stayfree (Mexico).

From Ebauche: (Australia, Austria, Colombia, UK, Finland, France, Italy, Norway, South Africa, Spain, Sweden, Switzerland). From Martini-Rossi: Eristoff vodka (Austria); William Lawson (Belgium, Switzerland); Tiller's Whiskey (Brazil); Riesling Italic (UK); Uruguay (vinegar). From L'Oreal: fragrances (Austria and UK); Vandervilt perfume (France, Netherlands, Puerto Rico); hair products (Austria-Colorelle, Brazil-Dulcia Perm, Finland, Greece, Hong Kong, Malaysia, Singapore, Spain). From Nestle: Coffee (Belgium-instant, Germany-Nescafe and Royal Instant, Japan, Portugal-Nescafe); chocolate (Hong Kong, Sweden-Finest Hot Chocolate); Maggi (Portugal, Hong Kong); cereals (Kenya-Golden Morn Cereal, Chile). From Eastman Kodak: Videotape (Austria, Finland, Greece, Hong Kong, Italy, Mexico, Netherlands, Norway, Singapore, Spain, Sweden); film (Japan); cameras and copier (Austria). From R.J. Reynolds: Del Monte (Canada-Aylmer Soups/canned goods, U.K.-fruits & vegetables, Philippines-banana catsup), Heublein (Chile-Smirnoff, Jamaica-Tony Roma, Swank Pizza, Thailand-Central Dept Store/KFC), Aor (Canada); cigars (Chile, Mexico-Camels). From Gillette: Writing Instruments (UK, France, Germany, Italy, Philippines, Spain); Iovialle (Costa Rica);

Silkience (Jamaica); razors (Japan-Fil Flow, Mexico-Perma Sharp Blades); Jafra skincare range (UK); Tame, Aapri (Malaysia). From Goodyear: Tires (Germany, Italy, Portugal, Sweden, Switzerland, Belgium, UK, France). From Ebauche's ETA Swatch Watch (Australia, Austria, Colombia, UK, Finland, France, Italy, Norway, South Africa, Spain, Sweden, Switzerland). For Henkel: Sapor Carpet Care detergent (Belgium); Sator WC Line, Acti (Italy); adhesives (Mexico); Dixon detergent (South Africa). For General Motors: Opel direct mktg (Belgium); R Car (Japan); AC/Delco (Singapore).

For Nabisco: Biscuits (Australia); Ritz, assorted biscuits (Ecuador); cereals (Sweden). Texas Instruments: Digital equipment (UK); computers (Puerto Rico); corporate (Argentina). For American Express: Platinum Card (Canada); Gold Card (Germany); credit cards (Philippines).

Among the overseas losses: Philips, Suzuki (Canada); Nestle (Finland); Coca-Cola (Guatemala); Hiram Walker's Courvoisier (Italy); Gillette (Kenya); Quaker (Netherlands); Abbott Laboratories, 3M (Philippines); Sabina Airlines (Singapore); Eastern Airlines (Panama); Lufthansa, Gillette shaving cream (Spain).

No media breakout was provided. Employees: 6,422 in 62 McCann-Erickson offices worldwide; 1,570 in nine McCann-Erickson Inc. offices in the U.S. Top execs: Willard C. Mackey Jr., chairman; Robert L. James, president-CEO; Barry L. Day, vice chairman; John F. Bergin, vice chairman-president, USA; Eugene H. Kummel, chairman-exec committee; Edward G.A. Bathon, Gianni Cottardo, Michael C. Ferrier, Bohdan I. Kurylko, Marcio M. Moreira, William J. Shively, Ronald H. Sugarman, William C. Thompson Jr., exec vps-worldwide; Max Cusnir, exec vp-worldwide, Asia-Pacific; Jens Olesen, exec vp-worldwide, Latin America; Koji Oshita, exec vp-worldwide, Asia-Pacific. Phone: (212) 697-6000.

Medicus Intercon International New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	16.2	13.4	21.3
Billings	135.9	117.9	15.3

U.S.	1984	1983	% chg
Gross income	6.7	6.0	11.9
Billings	61.1	52.7	16.0

U.S. volume breakdown	1984	1983	% chg
Media	8.4	8.8	-4.5
Materials/services	10.1	5.9	71.1
Capitalized fees	42.7	38.0	12.3

Medicus Intercon International, New York, a subsidiary of Benton & Bowles, reported gross income of \$16,218,000, of which \$9,512,000 was in non-U.S. contributions, in

1984 on billings of \$135,863,000. In 1983, it reported gross income of \$13,370,000, of which \$7,379,000 was non-U.S. contributions, on billings of \$117,876,000.

The agency's 1984 U.S. volume of \$61,108,000 consisted of \$8,370,000 in media, \$10,083,000 in materials and services and \$42,655,000 in capitalized fees. Its 1983 volume of \$52,665,000 consisted of \$8,794,000 in media, \$5,885,000 in materials and services and \$37,986,000 in capitalized fees.

Overseas, its 1984 dollar volume of \$74,755,000 consisted of \$31,417,000 in media, \$7,503,000 in materials and services and \$35,835,000 in capitalized fees. Its 1983 foreign volume of \$65,211,000 consisted of \$30,100,000 in media, \$6,542,000 in materials and services and \$28,569,000 in capitalized fees. Included in the agency's figures are the billings and gross income of the following U.S. subsidiary: • "Science & Medicine"

In 1984 the agency gained: Wyeth Intl, Syntex Laboratories. It lost: Perdue Frederick.

Billings breakdown: Business papers 60%, direct mail 10%, other 30%. Employees: 290 in 17 offices. Top execs: Lawrence J. Lesser, chairman-CEO; William G. Castagnoli, president-North America; Hartwig Ellmer, president-intl; Jay Cohen, exec vp-mng director; Stephen King, exec vp-creative director; Gary Elman, senior vp-controller; Wilhelm Rall, senior vp-controller intl. Phone: (212) 826-0760.

Nationwide Advertising Cleveland

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	15.0	20.0	-25.0
Billings	100.0	67.0	49.2

U.S.	1984	1983	% chg
Gross income	14.3	14.0	1.7
Billings	95.0	60.0	58.3

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Nationwide Advertising, Cleveland, a recruitment agency, had estimated gross income of \$15,000,000, of which about \$750,000 was in non-U.S. contributions, in 1984 on billings of the agency estimated at \$100,000,000.

In 1983, the agency had estimated gross income of \$20,000,000, of which about \$1,000,000 was in non-U.S. contributions, on billings which the agency estimated at \$67,000,000. No volume breakout was provided.

The agency's U.S. volume was estimated at \$95,000,000 in 1984 and \$60,000,000 in 1983. Volume from its five Canadian offices was estimated at \$5,000,000 in 1984 and \$7,000,000 in 1983. In 1984 the agency gained: McDonnell-Douglas. It lost: None.

Billings breakdown: Newspapers 70%, magazines 20%, other 10%. Employees: 290 in 34 offices worldwide; about 250 in 29 U.S. offices. Top execs: George Gund, Gordon Gund, co-chairmen; Thomas Richey, president; John W. Graham, CEO; Jim Miller, cfo. Phone: (216) 579-0300.

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Needham Harper Worldwide New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	114.7	94.2	21.8
Billings	775.0	631.9	22.6

U.S.	1984	1983	% chg
Gross income	88.7	77.9	24.1
Billings	655.0	519.9	26.0

U.S. volume breakdown	1984	1983	% chg
Media	382.2	343.7	11.2
Materials/services	68.5	54.9	24.7
Capitalized fees	204.3	121.3	68.4

Needham Harper Worldwide, New York, reported gross income of \$114,700,000, of which \$18,000,000 was non-U.S. contributions, in 1984 on billings of \$775,000,000. In 1983, it reported gross income of \$94,206,400, of which \$16,265,700 was non-U.S. contributions, on billings of \$631,900,000.

The agency's 1984 U.S. volume of \$655,000,000 consisted of \$382,200,000 in media, \$68,500,000 in materials and services and \$204,300,000 in capitalized fees. Its 1983 volume of \$519,900,000 consisted of \$343,700,000 in media, \$54,900,000 in materials and services and \$121,300,000 in capitalized fees.

Overseas, its 1984 dollar volume was \$120,000,000, up from \$112,000,000 in 1983, both in media.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- D.R. Group
- Needham Porter Novelli

In 1984 the agency gained: Carter-Wallace's Pearl Drops tooth polish, Pearl Drops Smoker's tooth polish, Answer pregnancy kit; Dorsey Laboratories' Eclipse sunscreen products; Sandoz Nutrition Corp.'s Ovaltine, Meritene, Opti-Fast, Featherweight, Fiddle-Faddle, Poppycock, Screaming Yellow Zonkers and P.D.Q.; Embassy Pictures; Fortune; The Nashville Network; RCA Corp.; Shasta Beverage's Spree All Natural soda; McDonald's Advertising Assn. of San Diego; Honda dealers associations for Southern California, western Pennsylvania, Chicago & northwest Indiana and Tri-State (New Jersey, Delaware, Pennsylvania); Sandoz Inc. corporate; Anheuser-Busch's Michelob Light; Manor Care; Source Telecomputing Corp.; Sencorp; Campbell Soup's Mrs. Paul's Kitchens. It lost: Sav-On Drugs, Crocker National Bank.

Overseas, it gained: Eight accounts in four shops in Australia, including additional business from S.C. Johnson in Sydney; Embassy Pictures, Ramada Inns and Rubenmaid (Canada); Group des Populaires (France); Carina women's magazine of Aenne Burda Publishing House, Grunig, Nestle, Allmedica, Citizen watches and Fortune, among 18 new accounts in three German offices; Fuji Film, Wongs Group of Cos. and Hong Kong Community Chest (Hong Kong); Fortune International, Seleco, Techogas (Italy); Optrex Malaysia among three in Malaysia; Algemeen Dagblad daily among three in the Netherlands; D.R. Britton Ltd.'s Bardahl additives among six in New Zealand; ACMA refrigerators and Banque Nationale de Paris among nine in Singapore; Clorox and American Cyanamid's Lederle Pharmaceuticals among six in two offices in Spain; Hitachi among three in Sweden; Bank Americard and Faul in Switzerland; Walt Disney, McDonald's, Boots cough remedies, Bristol-Myers' toiletries among six in Taiwan; Yamaha motorcycles, Castrol lubricants, CPAC Monier roof tiles, Dactarin skin cream, Chase Manhattan,

Top 10 I and II agencies by productivity

(Employees per \$1 million in world billings)

Rank	Agency	1984	1983	Billings/employee*	1984 employees
1	Ohlmeier Advertising	0.56	N/A	1,784.3	51
2	Richard & Edwards	0.57	0.43	1,769.2	26
3	MCA Advertising Ltd.	0.64	0.67	1,565.2	95
4	Lorsch Group	0.71	0.76	1,392.9	28
5	Avrett, Free & Ginsberg	0.87	0.83	1,144.7	76
6	Laurence, Charles & Free	0.95	1.01	1,048.9	205
7	Leber Katz Partners	1.02	1.20	980.1	285
8	Dorritte & Lyons	1.06	1.31	947.8	36
9	Lois Pitts Gershon/Pon GCK	1.06	1.31	942.6	58
10	Towne, Silverstein, Rotter	1.10	1.27	910.7	56

* 1984 world billings in \$000 per employee

I agencies: \$15,000,000 +

Akai, Cross pens, Ubix, Mecanorma and McDonald's in two shops in Thailand; Bass's Allbright and Toby draught bitters, Colman's mustard and sauces, and Lejaby lingerie (U.K.).

It lost: Seagram's (Australia), Mattel Asia (Hong Kong), Johnson & Johnson, S.C. Johnson's Johnson Wax (New Zealand), J.P. Brandt (Sweden), Searle (U.K.), Thomson Electronics (Germany).

Billings breakdown: Newspapers 6.4%, magazines 18.7%, supplements 0.5%, radio 7.3%, network tv 49.6%, spot tv 15.7%, cable tv 0.2%, outdoor 1.6%. Employees: 1,293 in 11 U.S. offices; the number of employees in 34 offices worldwide is not available. Top execs: Keith Reinhard, chairman-CEO; Paul C. Harper Jr., chairman emeritus; John Bradstock, president-int'l division; C.A. Wolfe, president-Chicago division; Bob Cox, exec director-creative services, New York div.; Edward Haymes, exec vp-cfo-secretary & treasurer; Joel Hochberg, exec vp-director-creative services, Chicago div.; Jürgen Knauss, mng director-Heye, Needham & Partner GmbH; James Kuras, president-New York div.; John H. Porter, chairman-Needham Porter Novelli; Larry Postner, exec vp-director-creative services-Los Angeles; Gerold R. Rubin, president-Los Angeles; C. James Schaefer, president-DR Group.

Phone: (212) 738-7600.

Ogilvy & Mather International New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	421.0	345.8	21.7
Billings	2,887.9	2,360.4	22.3

U.S.	1984	1983	% chg
Gross income	270.5	204.1	32.5
Billings	1,804.3	1,361.4	32.5

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Ogilvy & Mather International, New York, which is changing its name to the Ogilvy Group this May, reported gross income of \$420,953,000 in 1984, of which \$150,441,000 was in non-U.S. contributions, on billings of \$2,887,919,000. In 1983, it reported gross income of \$345,840,000, of which \$141,726,000 was in non-U.S. contributions, on billings of \$2,360,442,000.

O&M's U.S. volume was \$1,804,315,000 in 1984 and \$1,361,440,000 in 1983. No volume breakout was provided.

Overseas, its 1984 dollar volume was \$1,083,604,000 and \$999,002,000 in 1983.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- O&M Direct Response
- Dudley-Anderson Yutzy (pr)
- O&M Washington PR
- A. Eicoff & Co.
- O&M Promotions
- O&M Recruitment
- O&M Special Markets
- Scali, McCabe, Sloves
- Cole & Weber
- Euramerica Translations
- Graphic Services Inc.
- O&M Hispanic
- O&M Partners
- O&M Presents
- Rolf Werner Rosenthal Inc.
- Sussman & Sugar
- O&M Yellow Pages
- O&M Hawaii
- Speech Dynamics

In 1984 the agency gained in the U.S.: Hallmark, Hardee's, Hellmann's mayonnaise, Squibb, Scher-

ing, California Federal, Wrather Port Properties, Princess Tours, Gates Rubber, Crocker Bank, Dreyers, Seagram V.O. It lost: Marriott hotels/resorts, Menley & James, California First, Mattel Hot Wheels, Baskin-Robbins, Management Science America.

Overseas, it gained: American Express (Spain, Switzerland); Avon (Australia, Spain, Venezuela); BAT (Germany); Beecham (Japan); Duracell (Brazil, Canada, Hong Kong, Singapore, Taiwan); General Foods (Mexico); Guinness (worldwide, including UK); Kimberly-Clark (UK); Mattel (Belgium, Ecuador, Hong Kong, Indonesia, Malaysia, Holland, Singapore, Switzerland, Taiwan); Pepsico (Brazil, Singapore); Philips (Germany, Norway, Sweden, Finland, UK, Uruguay); Richardson-Vicks (Sweden, Switzerland); Searle (UK); Shell (Korea, Mexico, Spain, Switzerland, Thailand); TWA (Switzerland); Wagner Spray Tech. (worldwide). It lost: Citizen Watch, Kenya Airlines, Castrol, ITT, Sanyo, Raleigh bicycles.

Billings breakdown: Newspapers 6%, magazines 16%, radio 3%, network tv 51%, spot tv 14%, business papers 1%, direct mail 9%. Employees: 7,428 in 185 offices worldwide; 3,518 in 43 U.S. offices.

Top execs: OMI—William E. Phillips, chairman-CEO; Michael J. Ball, James Benson, Kenneth Roman, vice-chairmen; John P. Gill, secretary-treasurer; Graham Phillips, cfo. Ogilvy & Mather Worldwide—William E. Phillips, chairman; Kenneth Roman, president; Michael J. Ball, vice-chairman; William Weed, director int'l accounts; Graham Phillips, chairman U.S.; Norman Berry, creative head, president N.Y. S.M.S. Group—Harold Dixon, chairman, CEO; Edward McCabe, president/worldwide creative director. Cole & Weber—Harold Dixon, chairman; Hal Newson, president/creative director. Hal Riney—Hal Riney, chairman. Davidson Pearce Ltd.—Christopher Hawes, chairman-CEO. Primary Contact Ltd.—Keith Dunnell, mng director. Meridian Advertising Cos.—Kenneth L. Bray, chairman-CEO.

Phone: (212) 907-3400.

O&M Direct

Ogilvy & Mather Direct Response, New York, reported gross income of \$36,000,000 in 1984, of which \$16,000,000 was in non-U.S. contributions, on billings of \$240,000,000. In 1983, it reported gross income of \$26,000,000, of which \$12,000,000 was in non-U.S. contributions, on billings of \$175,000,000.

Its U.S. volume was \$133,000,000 in 1984 and \$95,000,000 in 1983. Overseas, its 1984 dollar volume was \$107,000,000 in 1984 and \$80,000,000 in 1983. No volume breakout was provided for U.S. or overseas for either year.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

- O&M Yellow Pages

In 1984 the agency gained: IDS American Express, AT&T Communications, Hertz, MGM Grand, World Book, Velo-Bind, Cal Gas and Cal Fed. It lost: None.

Billings breakdown: Newspapers 10%, magazines 7%, radio 3%, net

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

work tv 13%, direct mail 60%, other 7%. Employees: 600 in 30 offices worldwide; 293 in five U.S. offices. Top execs: Jerome Pickholz, president; William Morrissey, gen'l mgr. Phone: (212) 340-3500.

Rosenfeld, Sirowitz & Lawson New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	15.6	14.5	5.3
Billings	121.5	115.0	5.7

U.S. volume breakdown

Media	84.4	81.4	3.2
Materials/services	8.5	7.5	11.3
Capitalized fees	28.6	26.0	5.7

Rosenfeld, Sirowitz & Lawson, New York, reported gross income of \$15,620,000 in 1984 on billings of \$121,500,000. In 1983, it reported gross income of \$14,835,000 on billings of \$115,000,000.

The agency's 1984 U.S. volume consisted of \$84,357,400 in media, \$8,517,200 in materials and services and \$28,625,400 in capitalized fees. Its 1983 volume consisted of \$81,409,400 in media, \$7,603,700 in materials and services and \$25,986,900 in capitalized fees.

In 1984 the agency gained: Charles of the Ritz' Forever Krytyle and new products, Smith-Corona portable typewriters and computer printers, Chase Manhattan's Visa World Card and Home Banking div., McDonald's Milwaukee co-op and national promo, Intl Playtex's Living gloves, Hearst Corp.'s Popular Mechanics. It lost: Harlequin Enterprises, Schenley Industries, Sharp Electronics.

Billings breakdown: Newspapers 4%, magazines 15%, radio 7%, network tv 17%, spot tv 56%, outdoor 1%. Employees: 202 in three offices. Top execs: Thomas E. Lawson, president-CEO; Ron Rosenfeld, Len Sirowitz, co-chairmen; Steve Humphrey, president-CEO, New York.

Phone: (212) 505-0200.

Ross Roy Inc. Detroit

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	37.8	34.1	11.0
Billings	252.0	227.0	11.0

U.S. volume breakdown

Media	128.0	127.0	0.7
Materials/services	25.0	20.0	25.0
Capitalized fees	99.0	80.0	23.8

Ross Roy Inc., Detroit, reported gross income of \$37,800,000 in 1984 on billings of \$252,000,000. In 1983, it reported gross income of \$34,050,000 on billings of \$227,000,000.

The agency's 1984 volume consisted of \$128,000,000 in media, \$25,000,000 in materials and services and \$99,000,000 in capitalized fees. Its 1983 volume consisted of \$127,000,000 in media, \$20,000,000 in materials and services and \$80,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Gray & Kilgore, Troy, Mich.
- Ross Roy/Colarossi, Griswold, New York

In 1984 the agency gained: Ameritech Publishing, Chrysler Corp.'s Chrysler Marine, Chrysler Service & Parts Operations, Chrysler Fleet Operations, Chrysler Institute and Chrysler Diversified Operations, Furr's Cafeterias, Fasolino Foods. It lost: Comerica Bank.

Billings breakdown: Newspapers

6%, magazines 7%, radio 16%, network tv 30%, spot tv 20%, outdoor 1%, point of sale 10%, direct mail 4%, other 6%. Employees: 600 in seven offices. Top execs: Glen W. Fortinberry, chairman-president; John L. Frakes, F. Robert Steiger, Peter C. Vetowich, Bruce S. Wagner, Richard C. Ward, exec vps; Chris A. Lawson, senior vp-finance.

Phone: (313) 568-6000.

Rumrill-Hoyt New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	18.2	16.2	12.4
Billings	121.6	108.1	12.4

U.S. volume breakdown

Media	121.6	60.1	N/A
Materials/services	N/A	4.8	N/A
Capitalized fees	N/A	43.2	N/A

Rumrill-Hoyt, New York, a subsidiary of Saatchi & Saatchi, Compton Worldwide, reported gross income of \$18,233,000 in 1984 on billings of \$121,555,000. In 1983, it reported gross income of \$16,215,000 on billings of \$108,100,000. The agency's 1984 volume was all in media. In 1983, volume consisted of \$60,121,000 in media, \$4,756,000 in materials and services, and \$43,223,000 in capitalized fees.

In 1984 the agency gained: Alaner, Champion Sporting Products, Pfizer's Animal Medical div., ITT's Education Services div., Allied Corp's Carpet Fibers div., Syntech. It lost: Molson beer, Crossman.

Billings breakdown: Newspapers 6%, magazines 39%, radio 17%, network tv 15%, direct mail 13%, other 10%. Employees: 306 in two offices. Top execs: Gary Landis, CEO-New York; Paul Goldsmith, president-New York; R.K. Peters, CEO-CMS div.; Joe Valerio, CEO-Rochester; Dick Thomson, president-Rochester.

Phone: (212) 753-1770.

Saatchi & Saatchi Compton Worldwide New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	337.5	253.4	33.2
Billings	2,301.7	1,710.6	34.5

U.S.

Gross income	157.4	110.9	41.9
Billings	1,093.3	771.8	41.6

U.S. volume breakdown

Media	N/A	562.2	N/A
Materials/services	N/A	32.4	N/A
Capitalized fees	N/A	177.2	N/A

Saatchi & Saatchi Compton Worldwide, New York, reported gross income of \$337,534,576, of which \$180,162,576 was non-U.S. contributions, in 1984 on billings of \$2,301,683,353. In 1983, it reported gross income of \$253,266,000, of which \$142,410,000 was non-U.S. contributions, on billings of \$1,710,569,000.

The agency's 1984 U.S. volume totaled \$1,093,329,000 compared with \$771,785,000 in 1983, which the agency broke down into \$562,206,000 in media, \$32,404,000 in materials and services and \$177,175,000 in capitalized fees. No U.S. volume was provided.

Overseas, its 1984 dollar volume was \$1,208,354,353 compared with \$938,784,000 in 1983, neither figure of which was broken down.

Included in the agency's figures are the billings and gross income of U.S. subsidiaries:

- Saatchi & Saatchi Compton Inc.

- Irv Koons Associates
- Rumrill-Hoyt
- Fairfax Inc.
- Cochrane Chase, Livingston
- Klemmner Advertising
- Mayo Infurna Design
- Cadwell Davis Partners
- Hoffman York
- McCaffrey & McCall
- Kleid Co. (direct mktg)

(See separate profiles elsewhere in this issue on many of these U.S. subsidiaries. Also check Saatchi & Saatchi Co. Plc profile in the story on group agencies.) Domestic figures also include the advertising activity of Hay Group, the UK-based advertising and management consulting company. Virtually all that advertising activity is in the U.S.

Compton Advertising, which ranked 26th in gross income among U.S. agencies in 1983, is now called Saatchi & Saatchi Compton Inc., which had estimated gross income in 1984 of \$59,000,000 on estimated billings of \$414,300,000. These figures are consolidated into Saatchi & Saatchi Compton Worldwide.

The overseas business is dominated by two agencies under the Saatchi & Saatchi Worldwide umbrella—Saatchi & Saatchi Compton Inc. (formerly Compton in New York) and Saatchi & Saatchi Compton London, lead agency of the Saatchi & Saatchi Group UK subgroup which also includes Downtown, Crawford Halls Harrison Cowley, Acme Media, RPG Gloucester, Sales Promotion Agency, Dorland Advertising and KMP. Group UK reported in 1984 gross income of \$82,000,000 on billings of \$550,960,000 compared with gross income in 1983 of \$65,977,500 on billings of \$440,079,000. Returns from Dorland Advertising's European network were not included because terms of its equity buyout of DFS International have yet to be ironed out. In this issue, figures for those network agencies do not appear in DFS International totals either.

Also, for the sake of year-to-year comparison, Saatchi & Saatchi Worldwide reported three new units not reported in 1983: Cochrane Chase, Livingston, Hay Group and Kleid Co. Together, these units provided gross income of an estimated \$32,000,000 in 1984.

Accounts gained: Johnson & Johnson in Mexico, Puerto Rico, Spain, Colombia, Greece; Playtex in US, Australia, Puerto Rico, Belgium; Procter & Gamble in US, Puerto Rico, Barbados, Hong Kong, Malaysia, Singapore, UK, France, Germany, Holland, Italy, Spain; Citibank in Philippines, UK, Belgium, Holland; Jacobs-Suchard in Spain, Germany, France, Switzerland; Wander in Switzerland, Germany, Spain, France, Italy, Belgium, Austria; Nabisco Brands in Spain, Puerto Rico, Holland, Canada; Carnation in Germany, France, UK; Revlon Healthcare in Taiwan, Philippines; CPC in Thailand; Cunard in Canada; Gillette in UK, Germany, France, Belgium, Holland, Spain, Italy; Trust House Forte worldwide; Chesebrough Ponds in Finland, France; Mattel in Italy; Allied Lyons in Brazil, BSN in UK, Germany, Mexico; Gallaher in UK, Greece, Australia, Hong Kong; Hiram Walker's Courvoisier on pan-European basis. Lost: 28 accounts.

Billings breakdown for Saatchi & Saatchi Compton Worldwide: Newspapers 7%, magazines 18%, radio 2%, network tv 70%, point of sale 3%. Employees: 3,814 in 84 offices worldwide; 1,499 in 12 U.S. offices.

Top execs: O.M. Gossett, chairman-CEO; Robert Jordan, chairman, New York; E. Wax, CEO-president, New York; Robert Huntington, exec vp-CEO; James Adler, director-int'l; Kurt Willinger, Charles Saatchi, Maurice Saatchi,

I agencies: \$15,000,000 +

Kenneth Gil, directors.
Phone: (212) 754-1100.

Scali, McCabe, Sloves New York

(\$ figures - 000,000)			
Worldwide	1984	1983	% chg
Gross income	44.6	35.2	26.8
Billings	307.0	259.2	34.0
U.S.			
Gross income	30.5	23.6	29.1
Billings	209.5	158.8	31.9
U.S. volume breakdown			
Media	209.5	158.8	31.9
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Scali, McCabe, Sloves, New York, a subsidiary of Ogilvy & Mather, reported gross income of \$44,554,500, of which \$14,034,200 was non-U.S. contributions, in 1984 on billings of \$307,020,400. In 1983, it reported gross income of \$35,150,300, of which \$11,514,300 was non-U.S. contributions, on billings of \$259,161,100.

The agency's U.S. volume was \$209,512,700 in 1984 and \$158,798,300 in 1983, all in media. Overseas, its dollar volume was \$97,507,700 in 1984 and \$70,362,800 in 1983, also all in media.

In 1984 the agency gained: Sharp, Izod LaCoste, Ralston Purina, Marriott, Duffy Mott, Chase Manhattan Bank, ARA Services, American Plan, Bloomingdale's, Time Inc., Pilgrim Management, Chemical Bank. It lost: Heublein, Sperry, Mrs. Paul's Kitchen, ARA Services, Scandinavian Labs, American Plan.

Overseas, it gained: Alberto Culver, Continental Air, Weight Watchers, ASKO, KEUCO, E. Merck, NEEF GmbH, Arthur Andersen Co., Dunlop Ltd., The Economist, Thorn EMI, Ferguson, Radio Mktg Bureau, Savacentre, Watney Mann Truman (Budweiser), Link House (exchange & mart), National Mutual Assets Management Ltd., Cardamona Fruit Products Co-op, Gordon & Gotch, Victorian Arts Center, Success Motivation Institute, Agropur. It lost: Streif AG, Robert Krups Stiftung, Radio 3xx Pty Ltd., Mexatlan, Embotelladora El Sol, Clairor.

Billings breakdown: Newspapers 15%, magazines 19%, radio 8%, net-

work tv 30%, spot tv 24%, outdoor 1%, business papers 3%. Employees: 635 in eight offices worldwide; 354 in two U.S. shops. Top execs: Marvin Sloves, chairman-CEO; Edward A. McCabe, president-worldwide creative director; Alan D. Pesky, president-intl; Sam Scali, vice-chairman-chief art director; Richard Roth, exec vp-account services; Michael Ephron, exec vp-media services; Gail F. Lieberman, senior vp-cfo; Jerry Reitman, president-direct response.

Phone: (212) 421-2050.

SSC&B: Lintas Worldwide New York

(\$ figures - 000,000)			
Worldwide	1984	1983	% chg
Gross income	182.9	155.5	17.3
Billings	1,230.3	1,047.5	17.5
U.S.			
Gross income	62.2	50.8	22.4
Billings	414.6	338.7	22.4
U.S. volume breakdown			
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

SSC&B:Lintas Worldwide, New York, reported gross income of \$182,942,000 in 1984, of which \$120,778,000 was in non-U.S. contributions through SSC&B:Lintas International, on billings of \$1,230,283,000. In 1983, it reported gross income of \$155,468,000, of which \$104,695,000 was in non-U.S. contributions, on billings of \$1,047,541,000.

Interpublic Group of Cos. links SSC&B:Lintas Worldwide and Dailey & Associates agencies only in financial reporting results, but there is no management connection other than indirectly through the Interpublic parent office. An ACR has therefore elected to treat the two agencies separately, as in the past, with the exception of 1983 when their figures were combined. Figures for the two years represented in this issue, however, are on a comparable basis.

The agency's U.S. volume through SSC&B was \$414,634,000 in 1984 and \$338,656,000 in 1983. No further breakdown was reported. Also included in the agency's figures are those of Frank Vos Co., a division of SSC&B Inc. All Frank Vos business is in the U.S. Overseas activity of the agency is vested in SSC&B:Lintas International.

Overseas, SSC&B:Lintas International had billings of \$815,649,000 in 1984 and \$708,885,000 in 1983. No further volume breakout was reported.

In 1984 the SSC&B Inc. shop in the U.S. gained: JVC audio/video equipment, Unilever's Snuggle Fabric Softener, Johnson & Johnson new assignments, Coca-Cola's

Tab, Columbia Pictures. It lost: Textron/Homelite, Renfield Importers.

Employees: 3,765 in 59 SSC&B:Lintas Worldwide offices, of which 760 are in two U.S. offices.

Top execs for SSC&B:Lintas Worldwide: William V. Weithas, chairman-CEO, intl director; Eugene P. Beard, Dr. J. Braun, Andre M.R. Bernard, Philippe Charmet, John Hollier, Jean-Francois Lacour, K.A.H. McLaren, Mark J. Penney, Kenneth L. Robbins, John P. Sweeting, Gerald Wright, Dr. Ingo Zuberbier, intl directors. SSC&B Inc. officers—Mr. Weithas, chairman-CEO SSC&B:Lintas Intl; Mr. Robbins, chairman-CEO; Spencer Plavoukos, vice-chairman, COO; Francis J. DeVito, vice-chairman-director creative services; Harold V. Rover, vice-chairman. Frank Vos Co.: Frank Vos, chairman; Thomas J. Turner, president.

Phone for Vos: (212) 684-7600.
Phone SSC&B:Lintas Worldwide: (212) 605-8000.

Sudler & Hennessey New York

(\$ figures - 000,000)			
Worldwide	1984	1983	% chg
Gross income	20.5	17.5	17.1
Billings	136.7	117.0	16.8
U.S.			
Gross income	16.4	13.5	21.5
Billings	109.4	90.0	21.6
U.S. volume breakdown			
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Sudler & Hennessey, New York, a subsidiary of Young & Rubicam, reported gross income of \$20,500,000, of which \$4,100,000 was non-U.S. contributions, in 1984 on billings of \$136,700,000. In 1983, it reported gross income of \$17,500,000, of which \$4,000,000 was non-U.S. contributions, on billings of \$117,000,000.

U.S. volume was \$109,400,000 in 1984 and \$90,000,000 in 1983. Overseas, its dollar volume was \$27,300,000 in 1984 and \$27,000,000 in 1983. No volume breakout was provided for domestic or overseas.

In 1984 the agency gained: BASF/Wyandotte Corp.'s Nutritional Products Div.'s new products; Lifetime Network; Searle special assignments; Ayerst Laboratories' Inderal H; Parke-Davis' Amsidyl, Doryx and Procatrol; Roche's Rofecipin; Stuart Pharmaceuticals' Cefotetan; Whitehall Laboratories' Anacin 3, Primatene and Dristan; Advanced Care Products Ortho Div.'s Project Cycle and Project Mountain; Parke-Davis' Benadryl. It lost: Mead Johnson & Co.'s Desyrel; Ciba Pharmaceuticals' Slow FE and Acutrim.

Overseas, it gained: Warner Lambert Intl Maxicam (worldwide); Amersham Australia Pty., C.I.G. MediShield Ramsay, Colgate-Palmolive professional services div., F.H. Faulding & Co., Manchester Unity, Syntex Agribusiness (Australia); Astra Lakemede AB, Beecham Research Intl, Seven Seas Healthcare (England); Astra France, Cetrane, CNTS, Merck Sharp & Dohme (France); MSD Sharp & Dohme (Germany). It lost: AHS Australia, Wyeth Pharmaceuticals (Australia); IHB, Laboratories Russel, Laboratories Sarep (France); Behringwerk GmbH, Lederle Arzneimittel, Mundipharma GmbH (Germany); Whitehall (Japan).

Employees: 280 in seven offices worldwide. Top execs: William B. Gibson, chairman-president, CEO; Robert Gouterman, exec vp-communications services; Donald Howard, exec vp-director intl ser-

vices; Arthur Rosen, exec vp-director.

Phone: (212) 265-8000. ☐

Tatham-Laird & Kudner Chicago

(\$ figures - 000,000)			
Worldwide/U.S.	1984	1983	% chg
Gross income	27.1	27.0	0.3
Billings	226.0	224.0	0.9
U.S. volume breakdown			
Media	114.4	112.5	1.6
Materials/services	27.4	26.2	4.5
Capitalized fees	84.2	85.4	-1.3

Tatham-Laird & Kudner, Chicago, reported gross income of \$27,100,000 in 1984 on billings of \$226,000,000. In 1983, it reported gross income of \$27,000,000 on billings of \$224,000,000.

The agency's 1984 volume consisted of \$114,351,000 in media, \$27,400,000 in materials and services and \$84,249,000 in capitalized fees. Its 1983 volume consisted of \$112,488,000 in media, \$26,160,000 in materials and services and \$85,352,000 in capitalized fees.

In 1984 the agency gained: Ralston Purina's New Human Foods Product (additional assignment), Activision, Brown Shoe's Cloth World, Ragold's Velamints, Velamints gum and new products, Universal Foods' Red Star yeast and Stella cheeses, Domane Chandon's Napa Valley Brut and Blanc Noirs wines, U.S. Dept. of Justice (public service). It lost: Oscar Mayer's Louis Rich Div., York Steak House System.

Billings breakdown: Newspapers 16%, magazines 11%, supplements 1.3%, radio 2.3%, network tv 30.5%, spot tv 29.7%, cable tv 3%, outdoor 1.2%, business papers 0.9%, transit advertising 0.7%, direct mail 3.4%. Employees: 377 in three offices. Top execs: Charlotte Beers and William E. Ross, mng partner-CEOs.

Phone: (312) 337-4400.

TBWA Advertising New York

(\$ figures - 000,000)			
Worldwide	1984	1983	% chg
Gross income	40.5	35.0	15.7
Billings	270.0	237.2	13.8
U.S.			
Gross income	10.9	7.7	42.7
Billings	72.8	51.0	42.7
U.S. volume breakdown			
Media	72.8	51.0	42.7
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

TBWA Advertising, New York, reported gross income of \$40,501,472, of which \$29,581,472 was non-U.S. contributions, in 1984 on billings of \$270,009,816. In 1983, it reported gross income of \$35,018,000, of which \$27,368,000 was non-U.S. contributions, on billings of \$237,195,000.

The agency's U.S. volume of \$72,800,000 in 1984 and \$51,000,000 in 1983 was all in media. Overseas, its dollar volume of \$197,209,816 in 1984 and \$186,195,000 in 1983 was all in media.

In 1984 the agency gained: American Dairy Assn. butter, Conde Nast's Gourmet, Monsanto herbicide products, Carillon Importers' La Grande Passion Liqueur, Ralston Purina Cracker Jack cereal, UNICEF public service, St. Louis Symphony public service. It lost: Air 1.

Overseas, it gained: American Airlines, Bull computers, Henkel detergents (France); Austin Rover (Italy); Grand Marnier (Holland); Ciba-Geigy, Hanes (Belgium);

Volvo Corp., Atari, Monsanto (U.K.); Henkel, American Airlines (Germany). It lost: Milka (Germany), Cetina (Switzerland); Canon (Belgium); Barilla (Italy).

Billings breakdown: Newspapers 6%, magazines 31%, supplements 2%, radio 9%, network tv 15%, spot tv 33%, cable tv 1%, outdoor 2%, point of sale 1%. Employees: 523 in 12 offices worldwide; 88 in three U.S. offices. Top execs: William Tragos, chairman-CEO; Richard Costello, president; Arnold Arlow, Peter Lubalin, exec vp-creative directors; William Oakey, exec vp, gm-St. Louis; Anthony Morgan, exec director-mktg services; John Doman, senior vp-mgmt super; Carl Stewart, senior vp-exec art director; Stuart Loss, senior vp-controller.

Phone: (212) 725-1150.

J. Walter Thompson Co. New York

(\$ figures - 000,000)			
Worldwide	1984	1983	% chg
Gross income	405.8	368.3	10.2
Billings	2,706.7	2,456.2	10.2
U.S.			
Gross income	218.2	188.3	15.9
Billings	1,455.4	1,255.9	15.9
U.S. volume breakdown			
Media	1,455.4	1,255.9	15.9
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

J. Walter Thompson Co., New York, reported gross income of \$405,808,000 in 1984, of which \$187,612,000 was in non-U.S. income, on billings of \$2,706,739,000. In 1983, it reported gross income of \$368,253,000, of which \$179,965,000 was in non-U.S. income, on billings of \$2,456,248,000.

The agency had U.S. volume of \$1,455,367,000 in 1984 and \$1,255,881,000 in 1983, all in media for both years.

Overseas, its dollar volume was \$1,251,372,000 in 1984 and \$1,200,367,000 in 1983. No volume breakdown was provided.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Brouillard Communications
- J. Walter Thompson USA
- Thompson Recruitment Advertising
- Market Behavior
- Marti, Flores Priet

In 1984 the agency gained: Bas-kin-Robbins, Diet Center Inc., Emery Worldwide, Kuppenheimer Mfg, Mexicana Airlines, Miller Brewery, Showtime/The Movie Channel.

It lost: Activision, Adolph Coors, ComputerLand Corp., Dollar Rent A Car, Hewlett Packard, Jacuzzi Whirlpool bath, Olympia USA (BC), Sasson Sun Banks Inc., Timex, Toys 'R' Us, Uncle Ben's Foods.

Overseas, it gained: Benetton (Amsterdam, Brussels, London, Vienna, Zurich, Madrid), British-Rail (London), Burger King (Paris), Calve Peanuts (Amsterdam), Cinzano (Madrid), Codan Insurance (Copenhagen), Flachglas (Frankfurt), RJR's Winston cigarettes (Madrid), Rustenburg (Milan-Colombia), Bacardi (Mexico City), Banco Continental (Lima), Bausch & Lomb (Buenos Aires), Ford Cargo Line (Sao Paulo), Lan Chile (Santiago), Nestle (Mexico City), Philips (Caracas), IBM (Hong Kong, Bangkok, Jakarta, Manila, Tokyo), Australian Games (Sydney), Burger King (Kuala Lumpur, Seoul), Coats Patons (Wellington), FNCB (Manila), Eastman Kodak Co. (Jakarta), Nestle (Colombo), Pepsi (Hong Kong), Sara Lee (Capetown), Scott Paper (Bangkok), Teachers Scotch (Singapore).

It lost: Champion (Amsterdam,

Top 10 I and II agencies by foreign billings as a % of world billings

(1984 billings in \$000,000)

Rank	Agency	1984 % *	World billings	Foreign billings
1	TBWA Advertising	73.0	270.0	197.2
2	SSC&B:Lintas	69.9	1,378.2	963.6
3	McCann-Erickson Worldwide	63.6	2,169.4	1,378.9
4	HCM	59.4	502.0	298.0
5	Medicus Intercon Intl	55.0	135.9	74.8
6	Saatchi & Saatchi Compton	52.5	2,301.7	1,208.4
7	D'Arcy MacManus Masius	46.7	1,337.5	624.6
8	J. Walter Thompson Co.	46.2	2,706.7	1,251.4
9	DYR Worldwide	42.3	246.0	104.0
10	Ted Bates Worldwide	38.2	2,839.2	1,084.4

* Foreign billings as a % world billings

Milan), Timex (Frankfurt, Lisbon), *The Guardian* (London), Goodyear (Caracas), Scott Paper (Mexico City), Goodyear (Wellington), Insular Bank of Asia (Manila), Sisson Paints, Wang (Kuala Lumpur).

Billings breakdown: Newspapers 6%, magazines 13.2%, spot and network radio 4.3%, network tv 34.6%, spot tv 20.9%, cable tv 1.5%, outdoor 1.1%, trade 2.5%, direct mail 0.8%, other 15.1%.

Employees: 8,174 in 192 offices worldwide; 3,316 in 76 U.S. offices. Top execs: Don Johnston, chairman-ceo; Denis Lanigan, vice chairman-coo, Burt Manning, vice chairman-creative resources; Walter J. O'Brien, vice chairman-multinational client services director; Hugh P. Connell, secretary; Glen A. Dell, exec vp-finance & admin; George M. Black, Jeremy Bullmore, Manuel de Elempuru, Joseph O'Donnell, Leonel M. Pavao, John E. Peters, Burton B. Petersen, exec vps; John J. Cronin, exec vp-president/Europe; Ronald A. Kovas, exec vp-president/Canada; W. Lee Preschel, exec vp-president/Latin America; Donald C. Robertson, exec vp-chief planning officer; Stephen M. Salorio, exec vp-general counsel and assistant secretary; Donald F. Thompson, exec vp-president/Asia and Pacific.

Phone: (212) 210-7000.

Tracy-Locke

Dallas

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	32.4	22.8	41.9
Billings	239.8	198.1	21.0

U.S. volume breakdown	1984	1983	% chg
Media	191.7	130.3	47.1
Materials/services	32.2	22.2	42.8
Capitalized fees	15.9	45.2	-64.8

Tracy-Locke, Dallas, a subsidiary of BBDO International, reported gross income of \$32,352,326 in 1984, on billings of \$239,801,470. In 1983, it reported gross income of \$22,793,637, on billings of \$198,063,691.

The agency's 1984 volume included \$191,733,354 in media, \$32,185,123 in materials and services and \$15,882,993 in capitalized fees. Its 1983 volume consisted of \$130,288,397 in media, \$22,329,874 in materials and services and \$45,245,420 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Promotional Services Group
- Geographic Marketing Group

In 1984 the agency gained: Republic Health Corp., La Quinta Motor Inns, Holsten Import Corp., United Banks of Colorado. It lost: Gates Automotive.

Billings breakdown: Newspapers 3%, magazines 4%, radio 20%, network tv 16%, spot tv 53%, cable tv 1%, outdoor 2%, business papers 1%. Employees: 476 in 13 offices. Top execs: Norman Campbell, chairman; Howard Davis, president; David Hudnall, cfo; Ian Fawn-Meade, exec vp-exec creative director; Larry Spiegel, exec vp; Robert Largen, exec vp-director of mktg planning & rsch; Rod Underhill, exec vp; Mike Aarons, Tom Morris, David Novak, Lanny Houillian, senior vp-mgmt reps; Arthur Taylor, senior vp-creative director; Nick Arend, senior vp-mgmt super; Jean Fubelli, president-pr; David Kubas, president/Tracy-Locke Direct; Tracy-Locke, Englewood, Colo.—Garry Mitchell, president, John McLagan, exec vp, Jerry Murff, senior vp-creative director. Promotional Services, Dallas—Garry Von Kennel, president; Terry Langan, exec vp. Geographic Marketing Group,

Philadelphia—Mel Korn, president.

Phone: (214) 969-9000.

Warwick Advertising

New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	20.3	18.9	7.1
Billings	135.0	126.0	7.1

U.S. volume breakdown	1984	1983	% chg
Media	89.0	83.0	7.2
Materials/services	7.5	7.0	7.1
Capitalized fees	38.5	36.0	6.9

Warwick Advertising, New York, reported gross income of \$20,250,000 in 1984 on billings of \$135,000,000. In 1983, it reported gross income of \$18,900,000 on billings of \$126,000,000.

The agency's 1984 volume consisted of \$89,000,000 in media, \$7,500,000 in materials and services and \$38,500,000 in capitalized fees. Its 1983 volume consisted of \$83,000,000 in media, \$7,000,000 in materials and services and \$36,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

- Chapman/Warwick, San Diego

In 1984 the agency gained: ABC Entertainment, an interim program for Crafted with Pride in USA Council, and new assignments from existing accounts—CPC Intl's Bosco, Mrs. Fanning's pickles, Knorr salad dressing mixes; Plough's Correctol laxative products, Shade sunscreen products; Joseph E. Seagram & Son's Seagram's Canadian Hunter; new products from Sterling Drug's Lehn & Fink group; U.S. Tobacco's Skool Long Cut. It lost: Economic Laboratory, Maybelline.

While Warwick does not have an equity interest in an overseas shop, the agency is the U.S. representative in the Brussels-based Alliance Intl network of 12 agencies serving primarily Europe, the U.S. and the Far East.

Billings breakdown: Newspapers 8%, magazines 37%, radio 4%, network spot & cable tv 37%, outdoor 5%, business papers 4%, other 5% (print, broadcast production, collateral materials, direct mail, publicity/pr et al.).

Employees: 270 in two offices. Top execs: John P. Warwick, chairman-ceo; Wilder D. Baker, president-chief operating officer; Robert J. Fiore, exec vp-creative services; James R. Driscoll, exec vp-group mgmt super; John J. Meskil, exec vp-media/admin.; Alden R. Ludlow, Jerry Prestomburgo, group senior vps-creative directors; D. Kyle Felt, group senior vp-group mgmt super; Sean Driscoll, senior vp-group mgmt super; Michael M. Graham, senior vp-mgmt super; Richard D. Rock, senior vp-media director; Diana Kramer, senior vp-assoc. creative director; William R. Christgau, senior vp-corp. affairs.

Phone: (212) 751-4700.

Wells, Rich, Greene

New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	96.3	92.7	3.8
Billings	632.0	608.5	3.8

U.S.	1984	1983	% chg
Gross income	94.2	91.0	3.5
Billings	618.0	595.6	3.7

U.S. volume breakdown	1984	1983	% chg
Media	N/A	458.5	N/A
Materials/services	N/A	70.0	N/A
Capitalized fees	N/A	67.0	N/A

Wells, Rich, Greene, New York, had estimated gross income of \$96,254,000 in 1984, of which \$2,100,000 was non-U.S. contributions, on billings of \$632,000,000. In 1983, it reported gross income of \$92,680,000, of which \$1,723,000 was non-U.S. contributions, on billings of \$608,490,000. WRG provided only a total for capitalized billings. Gross income estimates were made by ADVERTISING AGE.

The agency's U.S. volume was an estimated \$618,000,000 in 1984 and \$595,573,000 in 1983, the latter of which was broken down into \$458,503,000 in media, \$70,023,000 in materials and services and \$67,047,000 in capitalized fees.

The 1984 overseas dollar volume was \$14,000,000. The 1983 volume of \$12,917,000 consisted of \$9,772,000 in media, \$1,718,000 in materials and services, and \$1,427,000 in capitalized fees.

Included in the agency's figures are totals for the following U.S. subsidiary:

- Gardner Advertising, St. Louis

In 1984 the agency gained: Liberty Mutual, Mobil Chemical Co. It lost: Chase Manhattan Bank. Billings breakdown: Newspapers and supplements 28%, magazines 19%, radio 3%, network tv 31%, spot tv 14%, outdoor 5%. Employees: 962 in five offices worldwide. Top execs: Mary Lawrence, chairman; Charles Moss, Charles Jacobs, vice-chairmen; Kenneth Olshan, chairman-ceo, WRG/Worldwide; William Luceno, president, WRG/Worldwide; Gerald A. Kessler, exec vp, WRG.

Phone: (212) 758-4300.

Wunderman, Ricotta & Kline

New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	31.2	25.8	20.9
Billings	256.8	215.8	19.0

U.S.	1984	1983	% chg
Gross income	23.8	19.2	24.1
Billings	207.8	171.9	20.9

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Wunderman, Ricotta & Kline, New York, a direct response subsidiary of Young & Rubicam, reported gross income of \$31,150,000, of which \$7,348,000 was non-U.S. contributions, in 1984 on estimated billings of \$256,800,000. In 1983, it reported gross income of \$25,767,000, of which \$6,580,000 was non-U.S. contributions, on estimated billings of \$215,800,000.

U.S. total volume was an estimated \$207,800,000 in 1984 and \$171,900,000 in 1983. Overseas, its estimated dollar volume was \$49,000,000 in 1984 and \$43,900,000 in 1983. No volume breakouts were provided.

The agency did not provide account gains or losses. Billings breakdown: Newspapers 24%, magazines 26%, supplements 4%, radio 1%, spot tv 32%, direct mail 13%. Employees: 461 in 16 offices worldwide; 302 in five U.S. offices. Top execs: Lester Wunderman, chairman; G. Steven Dapper, Raymond V. Dempsey, Thomas Knowlton, exec vps; Tony Teska, senior vp.

Phone: (212) 909-0100.

Young & Rubicam

New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	480.1	414.0	15.9
Billings	3,202.1	2,761.4	15.9

U.S.	1984	1983	% chg
Gross income	323.1	274.4	17.7
Billings	2,155.1	1,830.1	17.7

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Young & Rubicam, New York, reported gross income of \$480,078,000, of which \$156,973,000 was in non-U.S. contributions, in 1984 on billings of \$3,202,120,000. In 1983, it reported gross income of \$413,996,000, in which \$139,618,000 was in non-U.S. contributions; on billings of \$2,761,353,000.

The agency's total U.S. volume was an estimated \$2,155,110,000 in 1984 and \$1,830,101,000 in 1983. Overseas total volume was an estimated \$1,047,009,000 in 1984 and \$931,252,000 in 1983.

No breakdown was provided for domestic or foreign volume, both figures of which are ADVERTISING AGE estimates.

The report includes figures for U.S. subsidiaries:

- Hutchins/Y&R
- Sive Associates
- Young & Rubicam/Zemp
- Creswell, Munsell, Fultz & Zirbel
- Rives, Smith, Baldwin & Calberg/Y&R
- Burson-Marsteller (including Cohn & Wolfe and Rogers Merchandising)
- Cato Johnson
- CYB
- Chapman Direct Marketing
- Stone & Adler
- Sudler & Hennessey
- Wunderman, Ricotta & Kline
- Y&R Entertainment Division
- Dyr (joint venture)
- HCM (formerly Marsteller Inc.)

Only 50% of the financial results of the latter two units above are consolidated into the total Y&R figures because of its near 50% ownership in both units with Tokyo-based Dentsu Inc. (Dyr) and Paris-based Eurocom through Eurocom's Havas Conseil agency (HCM). Burson-Marsteller, not included in the 51% purchase of Marsteller by Eurocom, remains fully

owned by Y&R. In 1984 it had returns of \$84,258,000 in net fee income which would be capitalized into \$562,000,000 in billings, figures consolidated in Y&R's totals.

In 1984 the agency gained: AT&T Intl Long Distance, Advil, Rozzoni, Canada Dry No-Cal, Ajax Dishwashing Liquid, Dart & Kraft's Breyers Ice Cream, NYNEX Business Information System Sales Force, Tupperware Home Parties, Intl Harvester corporate, Humana Corp.'s Medfirst div, Cole National Eyeworks, Helme Tobacco Redwood, Motorola National Cellular Advertising, Consolidated Foods' Gallo Salame div. It lost: Hallmark Cards, USA Today.

Overseas, it gained: Plein Pot, Banque Populaire (Paris); Kawasaki (Stockholm); Felix Australia (Vienna); KFC Dealer Advertising (Toronto); KFC, Colgate-Palmolive (various brands) (Sydney); Kaffe Hag (Amsterdam); Kodak, Suchard (Berne); Suchard (Brussels); Brinkmann AG, Triumph (Frankfurt); Aegtefunke, Crunchies (Cadbury), Advil-ICC, British Midlands Airways, Johnny Walker 1DV (London); Milan, Barilla, Smirnoff, Cinzano (Madrid); Nilisk (Oslo). It lost: Mercedes Dealerships (Stockholm); Manpower (Berne), Heinz Soups, TV Rentals (London); Winston Cigarettes (Madrid); J&J (Mexico).

Billings breakdown: Newspapers 7.2%, magazines 17%, supplements 0.4%, radio 4.6%, network tv 41.1%, spot tv 22.1%, cable tv 1.2%, outdoor 1.0%, business papers 1.6%, farm publications 0.7%, transit advertising 0.4%, direct mail 1.7%, other 1.0%. Employees: 8,418 in 117 offices; 4,872 in 43 U.S. offices.

Top execs: Edward N. Ney, chairman-ceo; Alexander Kroll, president-coo; Peter Georgescu, president Y&R Intl; Harold Burson, exec vp-chairman, ceo, Burson-Marsteller; Richard E. Christian, chairman, Marsteller Inc.; John J. McNamara, president, Y&R USA; Joseph E. De Deo, exec vp-president, Y&R Europe; Roger Craton, exec vp-cfo; R. John Cooper, senior vp-general counsel and secretary; Arthur Klein, exec vp-president, Direct Marketing Group; James Dowling, president Burson-Marsteller; Robert Schmetterer, president-coo, HCM; Roby Harrington, exec vp, Y&R USA; Lester Wunderman, chairman, Wunderman, Ricotta & Kline; John McGarry, exec vp, Young & Rubicam USA.

Phone: (212) 210-3000.

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

PR's influence on top 10

(\$ figures in 000,000)

Rank without pr*	Rank with pr**	Agency	Gross income without pr	Agency pr company/net fee in \$000,000	Worldwide gross income†
1	2	Ted Bates Worldwide	424.4	N/A	424.4
2	4	J. Walter Thompson Co.	405.8	Hill & Knowlton/69.4	405.8
3	3	Ogilvy & Mather Intl	404.7	Ogilvy & Mather PR/16.3	421.0
4	1	Young & Rubicam	395.8	Burson-Marsteller/84.3	480.1
5	6	Saatchi & Saatchi Compton	337.5	N/A	337.5
6	5	BBDO International	329.4	Doremus & Co./10.6	340.0
7	7	McCann-Erickson	325.2	N/A	325.2
8	9	Leo Burnett Co.	253.5	N/A	253.5
9	8	Foot, Cone & Belding	238.0	Carl Byoir & Associates/30.5	268.5
10	10	Grey Advertising	223.1	GreyCom/1.1	224.2

* World gross income rank without pr fees

** World gross income rank with pr fees as appearing on Page 1

† Some agencies reported their pr activities to Ad Age without breaking them out. This chart is a composite of the AA top 10 by worldwide gross income and the 1985 edition of "O'Dwyer's Directory of PR Firms." AA accepts pr income if the pr unit is not considered an autonomous unit by the agency.

11 agencies: \$5 million-\$15 million

AdCom Inc. Chicago

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.1	6.6	7.7
Billings	46.6	43.2	7.8

U.S. volume breakdown

Media	38.1	36.2	5.2
Materials/services	4.9	4.8	2.0
Capitalized fees	3.6	2.2	64.2

AdCom Inc., Chicago, a subsidiary of Quaker Oats, reported estimated gross income of \$7,116,000 in 1984 on billings of \$46,580,000. In 1983, it reported gross income of \$6,610,000 on billings of \$43,212,000.

The agency's U.S. 1984 volume consisted of \$38,118,000 in media, \$4,880,000 in materials and services and \$3,882,000 in capitalized fees. Its 1983 volume consisted of \$36,212,000 in media, \$4,818,000 in materials and services and \$2,182,000 in capitalized fees.

AdCom soon may shake its direct tie with Quaker Oats. Several agencies and AdCom's own management reportedly are seeking to purchase the shop.

In 1984 the agency gained: Quaker's Gatorade, corn bran, oat bran and new product concept assignments. It lost: None.

Billings breakdown: Newspapers 1%, magazines 5%, radio 4%, network tv 78%, spot tv 9%, cable tv 3%. Employees: 71. Top exec: Gary R. Bayer, president-creative director.

Phone: (312) 222-8900.

Advertising to Women New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.1	7.0	-3.2
Billings	45.0	60.0	-25.0

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Advertising to Women, New York, reported gross income of \$5,100,000 in 1984 on billings of \$45,000,000. In 1983, it reported gross income of \$7,000,000 on billings of \$60,000,000. No volume breakdown was provided for either year.

In 1984 Advertising to Women gained: Wella Corp. The agency lost: Gillette Co., National Coffee Assn. of USA.

Billings breakdown: Newspapers 1%, magazines 11%, radio 3%, network tv 70%, spot tv 12%, cable tv 2%, business papers 1%. Employees: 52. Top execs: E.W. Kelley, president; Lois Geraci Ernst, president-CEO; F. Phillip Geraci, senior vp; John L. Ernst, gm.

Phone: (212) 688-4675.

Allen & Dorward San Francisco

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.0	5.7	41.0
Billings	52.6	37.3	41.0

U.S. volume breakdown

Media	45.5	32.2	41.3
Materials/services	7.1	5.1	39.2
Capitalized fees	N/A	N/A	N/A

Allen & Dorward, San Francisco, reported gross income of \$8,002,000 in 1984, on billings of \$52,600,000. In 1983, it reported gross income of \$5,674,000, on billings of \$37,300,000.

The agency's 1984 volume included \$45,500,000 in media and \$7,100,000 in materials and services. Its 1983 volume consisted of \$32,200,000 in media and \$5,100,000 in materials and services.

In 1984 the agency gained: Castle & Cooke new product assignments, Tribune newspaper, Famous Grouse Scotch. It lost: Eagle Computer, Casa Ole, MediClinic.

Billings breakdown: Newspapers 7%, magazines 17%, radio 29%, network tv 2%, spot tv 35%, outdoor 1%, business papers 5%, farm publications 3%, transit advertising 1%. Employees: 133 in five offices. Top execs: Donald F. Dorward, president-CEO; Bob Hoffman, Joe Van Trump, exec vps-general mgrs.

Phone: (415) 956-7470.

Altschiller Reitzfeld Solin Advertising New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.6	4.6	3.9
Billings	47.1	44.6	5.1

U.S. volume breakdown

Media	36.1	34.5	4.6
Materials/services	2.8	2.6	7.6
Capitalized fees	6.1	7.8	4.7

Altschiller Reitzfeld Solin Advertising, New York, reported gross income of \$5,628,000 in 1984 on billings of \$47,058,000 in its first year after splitting off from Norman, Craig & Kummel. In 1983, it reported gross income of \$4,416,000 on billings of \$44,781,000.

The agency's 1984 volume consisted of \$36,113,000 in media, \$2,814,000 in materials and services and \$8,131,000 in capitalized fees. Its 1983 volume consisted of \$34,467,000 in media, \$2,551,000 in materials and services and \$7,763,000 in capitalized fees.

In 1984 the agency gained: WABC-TV (New York), Air Jamaica's passenger and cargo service. It lost: General Biscuit's Burry-Lu cookies.

Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, spot tv 80%. Employees: 59. Top execs: David Altschiller, chairman; Bob Reitzfeld, vice-chairman; Darrol Solin, president.

Phone: (212) 586-1400.

Ammirati & Puris New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	13.5	6.7	55.2
Billings	90.0	58.0	55.2

U.S. volume breakdown

Media	80.0	51.0	56.8
Materials/services	9.0	7.0	28.5
Capitalized fees	1.0	0.0	N/A

Ammirati & Puris, New York, reported gross income of \$13,500,000 in 1984 on billings of \$90,000,000. In 1983, it reported gross income of \$6,700,000 on billings of \$58,000,000.

The agency's 1984 volume consisted of \$80,000,000 in media, \$9,000,000 in materials and services and \$1,000,000 in capitalized fees. Its 1983 volume consisted of \$51,000,000 in media and \$7,000,000 in materials and services.

In 1984 the agency gained: Pulsar Time, United Parcel Service, Dataproducts, Waterford Crystal, Rose-Holland House. It lost: Sony consumer, Club Med.

Billings breakdown: Magazines 40%, radio 5%, network tv 10%, spot tv 33%, cable tv 2%, outdoor 10%. Employees: 170 in five offices. Top execs: Martin F. Puris, president-CEO; Ralph Ammirati, chairman-creative director; Edward Vick, exec vp-chief operating officer; Ted Hazard, exec vp; Philip Palazzo Jr., senior vp-cfo; Art Molesphini, senior vp-media director; Vivian Young, senior vp-rsch director.

Phone: (212) 206-0500.

Arnold & Co. Boston

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.5	8.5	1.0
Billings	64.7	62.9	2.9

U.S. volume breakdown

Media	50.0	48.9	2.2
Materials/services	N/A	N/A	N/A
Capitalized fees	14.7	14.0	4.7

Arnold & Co., Boston, reported gross income of \$8,518,150 in 1984 on billings of \$64,710,399. In 1983, it reported gross income of \$8,532,400 on billings of \$62,910,619.

The agency's 1984 volume consisted of \$50,014,589 in media and \$14,695,810 in capitalized fees. Its 1983 volume consisted of \$48,870,269 in media and \$14,040,350 in capitalized fees.

In 1984 the agency gained: Almy's Department Stores, Skok Systems, Seven-Up Bottlers, H.P. Hood, Oomphies Inc., Securities Research Co. It lost: None.

Billings breakdown: Newspapers 13%, magazines 4%, supplements 1%, radio 15%, network tv 18%, spot tv 32%, cable tv 1%, outdoor 1%, business papers 7%, point of sale 1%, direct mail 3%, other 4%. Employees: 175 in five offices. Top execs: Arnold Z. Rosoff, chairman; Gerald Bruderick, president; Wilson Seibert, exec vp-creative services; Lawrence Green, exec vp-mktg services; Lionel LeBlanc, senior vp-director tv broadcasting; Leonard Kartakov, senior vp-creative director; Marie Kachinski, senior vp-media director; John Cantwell, Joseph Teixeira, senior vps.

Phone: (617) 357-1900.

Avrett, Free, & Ginsberg New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	10.1	9.0	11.5
Billings	87.0	82.0	6.1

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Avrett, Free & Ginsberg, New York, reported gross income of \$10,050,000 in 1984 on billings of \$87,000,000. In 1983, it reported gross income of \$9,010,000 on billings of \$82,000,000. No volume breakdown was provided.

In 1984 the agency gained: Tri-State Cadillac Dealers Assn., Ralston Purina's Sun-Maid instant hot cereal. It lost: Dana, Casa Lupita, St. Brendan's.

Billings breakdown: Newspapers 4%, magazines 14%, radio 4%, net-

work tv 51%, spot tv 25%, outdoor 2%. Employees: 76. Top execs: John G. Avrett, president-chairman; Marcella Free, co-chairman; Frank Ginsberg, senior exec vp-creative director; Norman Sherman, exec vp-account services; Jose Abarquez, senior vp-finance; Donald Bandman, Lewis Carbone, senior vps-mgmt supers; Sue Costa, senior vp-internal services; John LaRock, senior vp-assoc. creative director; Edward Weiner, senior vp-media.

Phone: (212) 832-3800.

Bader Rutter & Associates Brookfield, Wis.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.3	4.4	21.8
Billings	35.6	29.2	21.7

U.S. volume breakdown

Media	21.8	17.3	26.5
Materials/services	6.8	6.0	13.3
Capitalized fees	7.0	6.0	16.3

Bader Rutter & Associates, Brookfield, Wis., reported gross income of \$5,335,991 in 1984 on billings of \$35,573,274. In 1983, it reported gross income of \$4,381,742 on billings of \$29,226,219.

The agency's 1984 U.S. volume consisted of \$21,838,655 in media, \$6,781,578 in materials and services and \$6,953,041 in capitalized fees. Its 1983 volume consisted of \$17,264,065 in media, \$5,983,736 in materials and services and \$5,987,418 in capitalized fees.

In 1984 the agency gained: ASEA Robotics, Cenex, Consolidated Badger Co-op, Applied Powers' Enerpac div., Fireman's Fund Employer Insurance, MCC Powers, Rexnord Inc.'s Mechanical Powers div., Rite-Hite Corp., St. Mary's Hospital, Wisconsin Natural Gas. It lost: None.

Billings breakdown: Newspapers 6%, magazines 16%, radio 11%, spot tv 23%, outdoor 1%, farm publications 43%. Employees: 82. Top execs: Ronald L. Bader, president; James K. Rutter, exec vp; Richard Jensen, vp-creative director.

Phone: (414) 784-7200.

Barnum Communications New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.9	6.6	4.1
Billings	45.1	43.3	4.1

U.S. volume breakdown

Media	14.6	14.6	-0.2
Materials/services	3.4	3.3	3.5
Capitalized fees	27.1	25.4	6.7

Barnum Communications, New York, reported gross income of \$6,857,000 in 1984 on billings of \$45,123,000. In 1983, it reported gross income of \$6,587,000 on billings of \$43,340,000.

The agency's 1984 volume consisted of \$14,590,000 in media, \$3,420,000 in materials and services and \$27,113,000 in capitalized fees. Its 1983 volume consisted of \$14,630,000 in media, \$3,304,000 in materials and services and \$25,406,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. division: • Barnum/Secunda Associates

In 1984 the agency gained: De-Vilbiss Health Care Worldwide, Intech Systems Corp., Boehringer Mannheim Canada, Anderson Group. It lost: None.

Billings breakdown: Newspapers 6%, magazines 64%, radio 2%, network tv 10%, spot tv 10%, direct mail 8%. Employees: 115 in nine offices. Top execs: H.J. Barnum Jr., chairman; Dorothy M. Phillips, president; Renton Bond, John H. Woodcock, senior vps; Eugene Secunda, president, Barnum/Secunda Associates.

Phone: (212) 221-7363.

Beber Silverstein & Partners Miami

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.8	6.7	16.4
Billings	51.2	44.2	15.8

U.S. volume breakdown

Media	42.2	36.0	16.4
Materials/services	4.0	3.5	17.1
Capitalized fees	5.0	4.7	5.3

Beber Silverstein & Partners, Miami, had estimated gross income of \$7,800,000 in 1984 on billings of \$51,200,000. In 1983, it had estimated gross income of \$6,700,000 on billings of \$44,200,000.

The agency's 1984 volume included \$42,200,000 in media, \$4,000,000 in materials and services, and \$5,000,000 in capitalized fees. In 1983, volume consisted of \$36,000,000 in media, \$3,500,000 in materials and services, and \$4,700,000 in capitalized fees.

In 1984 the agency gained: Squirtco, C.A.C., Budget Rent-A-Car, Diplomat Hotel & Country Club, Palm Beach County. It lost: None.

Billings breakdown: Newspapers 25%, magazines 15%, supplements 2%, radio 10%, network tv 10%, spot tv 30%, other 7%. Employees: 100 in three offices. Top execs: Joyce Beber, president; Elaine Silverstein, exec vp.

Phone: (305) 856-9800.

Robert A. Becker Inc. New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.4	5.4	37.6
Billings	49.8	35.6	39.7

U.S. volume breakdown

Media	3.3	5.2	16.7
Materials/services	3.5	2.1	66.0
Capitalized fees	41.9	28.3	48.1

Robert A. Becker Inc., New York, reported gross income of \$7,379,000 in 1984 on billings of \$49,751,200. In 1983, it reported gross income of \$5,360,000 on billings of \$35,611,400.

The agency's 1984 volume included \$4,341,400 in media, \$3,508,200 in materials and services, and \$41,901,600 in capitalized fees. In 1983, volume consisted of \$5,217,900 in media, \$2,112,700 in materials and services, and \$28,280,800 in capitalized fees.

In 1984 the agency gained: Bristol-Myers' intl div, Chibret Intl. It lost: None.

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il agencies: \$5,000,000 to \$15,000,000

Billings breakdown: Medical & trade magazines 50%, direct mail 20%, sales literature, CME programs, audio visual & collateral material 30%. Employees: 90. Top execs: Robert A. Becker, president; Joel Lauber, Edward Maitland, Raymond Perry, Norman Franklin, David Charney, senior vps. Phone: (212) 922-1000.

Bentley, Barnes & Lynn Chicago

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.1	4.7	8.0
Billings	34.0	31.5	8.0

U.S. volume breakdown

Media	30.2	27.4	9.8
Materials/services	1.4	1.4	0
Capitalized fees	2.4	2.7	-10.1

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Bentley, Barnes & Lynn, Chicago, reported gross income of \$5,097,286 in 1984 on billings of \$33,981,908. In 1983, it reported gross income of \$4,718,602 on billings of \$31,457,347.

The agency's 1984 volume consisted of \$30,183,451 in media, \$1,403,420 in materials and services and \$2,395,037 in capitalized fees. Its 1983 volume consisted of \$27,358,149 in media, \$1,435,500 in materials and services and \$2,663,698 in capitalized fees.

In 1984 the agency gained: Hattori Corp. of America, Illinois Service Corp., Michael Reese Hospital, Sea Cliff Resort, Hillhaven Corp. It lost: Chicago Blitz pro football team, Landmark Properties.

Billings breakdown: Newspapers 74%, magazines 5%, supplements 1%, radio 4%, spot tv 2%, cable tv 1%, outdoor 1%, business papers 2%, other 10%. Employees: 110 in three offices. Top execs: Peter Postelnek, chairman; Stan Tannenbaum, president; Merrill Litow, secretary-treasurer; Paul Oleff, Sam Conforti, exec vps; Gus Unti, creative director.

Phone: (312) 467-9350.

Bernstein-Rein Advertising Kansas City, Mo.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.6	3.9	45.5
Billings	46.3	36.3	27.5

U.S. volume breakdown

Media	38.2	31.2	22.4
Materials/services	5.1	3.0	7.0
Capitalized fees	3.0	2.1	45.9

Bernstein-Rein Advertising, Kansas City, Mo., reported gross income of \$5,601,750 in 1984 on billings of \$46,324,653. In 1983, it reported gross income of \$3,850,000 on billings of \$36,320,426.

The agency's 1984 volume consisted of \$38,213,365 in media, \$5,063,485 in materials and services and \$3,047,803 in capitalized fees. Its 1983 volume consisted of \$31,195,104 in media, \$3,036,251 in materials and services and \$2,089,071 in capitalized fees.

Excluded in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Las Vegas Electronics
- Reno Electronics

In 1984 the agency gained: Lucky Stores' automotive div., Maag Agrochemicals, Kansas City Chiefs football club, MGM/UA Entertainment Co. (regional). It lost: K.C. Hilton Hotel.

Billings breakdown: Newspapers 8%, magazines 5%, radio 11%, spot

tv 69%, cable tv 2%, outdoor 5%. Employees: 112 in three offices. Top execs: Robert A. Bernstein, president; Irwin Rein, exec vp. Phone: (816) 756-0640.

Barry Blau & Partners Westport, Conn.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.7	3.5	60.7
Billings	30.8	21.4	43.8

U.S. volume breakdown

Media	1.3	0.8	62.7
Materials/services	13.4	11.4	17.8
Capitalized fees	16.1	9.3	74.1

☒

Barry Blau & Partners, Westport, Conn., reported gross income of \$5,555,092 in 1984 on billings of \$30,840,305. In 1983, it had gross income of \$3,518,000 on billings of \$21,444,160.

The agency's 1984 volume consisted of \$1,307,385 in media, \$13,413,585 in materials and services and \$16,119,335 in capitalized fees. Its 1983 volume consisted of \$803,030 in media, \$11,381,416 in materials and services and \$9,259,714 in capitalized fees.

In 1984 the agency gained: Dreyfus Corp., Purolator Courier Corp., Aetna Insurance, IBM Information Services, Times Mirror Magazines' Golf, Outdoor Life, Popular Science, Ski. It lost: None.

Billings breakdown: Newspapers 2%, magazines 2%, supplements 2%, radio 2%, spot tv 4%, cable tv 4%, direct mail 84%. Employees: 76 in four offices. Top execs: Barry Blau, chairman; Michael Fabian, president; Dennis Eastham, Ronald Friedman, exec vps; J. Donald Gartland III, Mark Goroff, senior vps. Phone: (203) 227-0020.

Brouillard Communications New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.9	6.5	36.4
Billings	63.0	44.0	43.3

U.S. volume breakdown

Media	45.0	34.0	34.8
Materials/services	5.8	4.5	27.4
Capitalized fees	12.2	5.4	126.8

☒

Brouillard Communications, New York, a subsidiary of J. Walter Thompson Co., reported gross income of \$8,917,230 in 1984 on billings of \$62,955,192. In 1983, it reported gross income of \$6,538,189 on billings of \$43,927,518.

The agency's 1984 volume consisted of \$45,023,961 in media, \$5,758,171 in materials and services and \$12,173,060 in capitalized fees. Its 1983 volume consisted of \$34,041,322 in media, \$4,518,834 in materials and services and \$5,367,362 in capitalized fees.

In 1984 the agency gained: Municipal Bond Insurance Assn., Johnson & Higgins, Bradford (pr), Reichhold Chemicals, Key Banks, National Knitwear & Sportswear Assn. It lost: Olympia.

Billings breakdown: Newspapers 22%, magazines 20%, supplements 11%, radio 3%, network tv 30%, spot tv 13%, outdoor 1%. Employees: 100 in two offices. Top execs: James H. Foster, president; Irene A. Hansen, senior vp-adm. & agency services; Terrence Hill, senior vp-exec creative director; Richard Eymann, Miranda Lee, John Palmer, Carl Rhodes, Henry Rissmeyer, Robert Scott, senior vps-ac-

count directors; Betsy Halpern, senior vp-pr director; Frank Masaro, senior vp-media director; Carl LeVander, senior vp-group creative director; Jeff Lewis, senior vp-senior writer; Larry Scaglione, senior vp-ad services. Phone: (212) 867-8300.

Earle Palmer Brown Cos. Bethesda, Md.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	12.1	10.6	13.8
Billings	84.4	74.0	14.1

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Earle Palmer Brown Cos., Bethesda, Md., which merged with Kalish & Rice, Philadelphia, in June, 1984, reported consolidated gross income of \$12,069,920 in 1984 for the two shops on billings of \$84,400,000. In 1983, the comparable figures for the two agencies were an aggregate \$10,600,000 in gross income on billings of \$74,000,000.

Taken separately, Earle Palmer Brown Cos. had gross income of \$8,369,920 on billings of \$57,200,000, and Kalish & Rice had gross income of \$3,700,000 on billings of \$27,200,000 in 1984. A separate listing for Kalish & Rice also is provided in this issue.

No volume breakout was provided for either year.

In 1984 the agency gained: Interstate Brands Corp., Scudder, Stevens & Clark, Amtrak, Airbus Industrie, American Federation of Information Processors, AMF's Union Machinery, Pentagon Federal Credit Union, Sheraton Hotels/regional, STSC, Howard Security. It lost: Geico Auto Insurance.

No media breakdown was provided. Employees: 250 in four offices. Top execs: Jeremy E. Brown, president-ceo; Earle Palmer Brown, chairman; Allan Kalish, president-Kalish & Rice; Mark Goldstein, exec vp-creative; Jim Cobb, exec vp-mktg services; Howard Rice, exec vp-Kalish & Rice; Steve Levine, senior vp-Kalish & Rice; Gerry Grosso, senior vp-acct service. Phone: (301) 657-6000.

Burrell Advertising Chicago

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.3	4.0	55.6
Billings	41.9	26.9	55.6

U.S. volume breakdown

Media	7.9	1.6	402.3
Materials/services	2.8	1.6	75.9
Capitalized fees	31.2	23.8	31.3

☒

Burrell Advertising, Chicago, reported gross income of \$6,287,600 in 1984 on billings of \$41,917,000. In 1983, it reported gross income of \$4,040,400 on billings of \$26,936,000.

The agency's 1984 volume consisted of \$7,917,000 in media, \$2,800,000 in materials and services and \$31,200,000 in capitalized fees. Its 1983 volume consisted of \$1,576,600 in media, \$1,591,000 in materials and services and \$23,768,400 in capitalized fees.

In 1984 the agency gained: Jos. Garneau Co.'s Martell cognac, Columbia Pictures, Georgia Power Co., Jack Daniels Distillery, Procter & Gamble's Crest toothpaste. It lost: None.

Billings breakdown: Newspapers 3%, magazines 15%, radio 15%, network tv 57%, spot tv 6%, outdoor 4%. Employees: 100 in two offices. Top execs: Thomas J. Burrell, president; Barbara Burrell, senior vp-corp. development; Sarah Burroughs, Eugene Morris, William Sharp, senior vps-mgmt supers; Anna Morris, senior vp-associate creative director. Phone: (312) 266-4600.

Burton- Campbell Atlanta

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.8	5.3	28.2
Billings	48.3	36.5	32.4

U.S. volume breakdown

Media	23.9	21.3	12.2
Materials/services	5.4	5.6	3.5
Capitalized fees	19.0	9.5	98.9

☒

Burton-Campbell, Atlanta, reported gross income of \$6,832,073 in 1984 on billings of \$48,274,435. In 1983, it reported gross income of \$5,330,170 on billings of \$36,452,087.

The agency's 1984 volume consisted of \$23,861,028 in media, \$5,424,424 in materials and services and \$18,988,983 in capitalized fees. Its 1983 volume consisted of \$21,269,981 in media, \$5,633,347 in materials and services and \$9,548,759 in capitalized fees.

In 1984 the agency gained: Vail Associates, Management Science America, Hanson Scale Co., Grolsch Importers, Brumos Porsche-Audi, United Way of Atlanta. It lost: First Tennessee Bank, Luther's Bar-B-Que.

Billings breakdown: Newspapers 25%, magazines 44%, radio 9%, all tv 20%, outdoor 2%.

Employees: 131. Top execs: Ron Scharbo, president-chairman; Gabe Massimi, vice-chairman-creative director. Phone: (404) 881-8585.

Harold Cabot & Co. Boston

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	9.2	6.9	34.2
Billings	60.2	44.9	34.1

U.S. volume breakdown

Media	42.9	31.6	35.9
Materials/services	8.3	6.1	36.1
Capitalized fees	9.0	7.2	24.5

☒

Harold Cabot & Co., Boston, had estimated gross income of \$9,241,000 in 1984 on billings of \$60,152,692. In 1983, it had estimated gross income of \$6,888,000 on billings of \$44,851,545.

The agency's 1984 volume consisted of \$42,919,478 in media, \$8,258,449 in materials and services and \$8,974,765 in capitalized fees. Its 1983 volume consisted of \$31,573,595 in media, \$6,067,160 in materials and services and \$7,210,790 in capitalized fees.

In 1984 the agency gained: Medi Mart Co. It lost: None.

Employees: 107. Top execs: James I. Summers, president-ceo; William

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H. Monaghan, exec vp; Courtney A. Crandell, Joseph R. Wallace, Edmund Fitzmaurice, senior vps; Robert P. Linderman, senior vp-creative director; Charles F. Kiefer, treasurer. Phone: (617) 426-7600.

Cadwell Davis Partners New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.5	5.3	3.8
Billings	44.0	36.8	19.5

U.S. volume breakdown

Media	36.7	30.7	19.5
Materials/services	1.8	1.5	19.1
Capitalized fees	5.5	4.6	19.5

Cadwell Davis Partners, New York, part of the Saatchi & Saatchi Compton Worldwide agency group, reported gross income of \$5,500,000 in 1984 on billings of \$44,000,000. In 1983, it reported gross income of \$5,297,000 on billings of \$36,812,000.

The agency's 1984 volume included \$36,701,000 in media, \$1,796,000 in materials and services, and \$5,503,000 in capitalized fees. In 1983, volume was estimated at \$30,701,000 in media, \$1,507,000 in materials and services and \$4,604,000 in capitalized fees.

In 1984 the agency gained: City Center in New York, Hammer Schlemmer in New York and Chicago, McNeil Consumer Products' new products. It lost: None.

Billings breakdown: Newspapers 0.5%, magazines 21.1%, radio 0.2%, network and spot tv 78.2%. Employees: 60. Top execs: Franchellie Cadwell, president-ceo; Herman Davis, chairman; Jeffrey Zeiler, exec vp-genl mgr; David Michaelson, senior vp-media director. Phone: (212) 350-1500.

Calet, Hirsch & Spector New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.0	8.3	-3.6
Billings	64.0	78.0	-17.5

U.S. volume breakdown

Media	52.0	50.0	4.0
Materials/services	8.0	10.0	-20.0
Capitalized fees	4.0	18.0	-77.7

Calet, Hirsch & Spector, New York, reported gross income of \$8,000,000 in 1984 on billings of \$64,000,000. In 1983, it reported gross income of \$8,300,000 on billings of \$78,000,000.

The agency's 1984 volume included \$52,000,000 in media, \$8,000,000 in materials and services, and \$4,000,000 in capitalized fees. In 1983, volume consisted of \$50,000,000 in media, \$10,000,000 in materials and services and \$18,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• Calet, Hirsch & Spector Florida
In 1984 the agency gained: Gleenegles Hotels, Konica USA's film, paper and Nice Print System, Alitalia corporate. It lost: AAMCO Transmissions.

Billings breakdown: Newspapers 7%, magazines 24%, radio 10%, network tv 9%, spot tv 38%, cable tv 1%, outdoor 8%, business papers 1%, transit advertising 1%, point of sale 1%. Employees: 130 in two offices. Top execs: In New York—Larry Spector, president-ceo; Neil Calet, Peter Hirsch, co-chairmen, exec creative directors; Colin Probert, exec vp-director acct services; Robert Petizon, exec vp-director,

11 agencies: \$5,000,000 to \$15,000,000

media programming; Martin Lipsitt, Ken Majka, exec vps-creative directors; Frank DiSalvo, senior vp-director broadcast productions; Sandy Goebel, senior vp-mgmt super; Lester Goldstein, senior vp-genl operations mgr; C. David Kreps Jr., Richard Maddock, senior vps-mgmt supers. In Clearwater, Fla.—Leonard J. Deadman, president; Eugene H. Camoosa Jr., exec vp.

Phone: (212) 777-0666.

Carmichael-Lynch Minneapolis

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.1	4.9	43.6
Billings	47.0	32.7	43.7

U.S. volume breakdown

Media	19.4	10.9	77.9
Materials/services	6.7	4.6	45.6
Capitalized fees	21.0	17.2	22.1

Carmichael-Lynch, Minneapolis, reported gross income of \$7,050,000 in 1984 on billings of \$47,024,000. In 1983, it reported gross income of \$4,908,000 on billings of \$32,732,000.

The agency's 1984 volume consisted of \$19,410,000 in media, \$6,660,000 in materials and services and \$20,954,000 in capitalized fees. Its 1983 volume consisted of \$10,928,000 in media, \$4,642,000 in materials and services and \$17,162,000 in capitalized fees.

In 1984 the agency gained: First Bank System, Control Data Corp.'s Academic Education div. (PLATO), Arpin Dairy, Rotoflo Power Painting Equipment, Jostens' College div.; Minneapolis Convention & Visitor Commission, Minnesota Dept. of Economic Development, Speed Queen home laundry appliances, Agrigenetics' Sun Seeds div. It lost: Investors Savings, Custom One Int'l, Simplicity Mfg., Jenny Lee macaroni, Northrup King seeds.

Billings breakdown: Newspapers 15%, magazines 18%, radio 9%, network tv 4%, spot tv 30%, cable tv 1%, outdoor 4%, business papers 6%, transit advertising 1%, point of sale 5%, direct mail 7%. Employees: 115. Top execs: Lee Lynch, chairman-creative director; Lou Bacig, president; Ed Coleman, senior vp-finance; Jerry Stahl, Steve Goldstein, Phil Waggoner, senior vps-mgmt super; Dick Wilson, Ron Sackett, Dan Krumwiede, senior vps-associate creative directors; Mary Palsen, senior vp-production services; Perry Forster, senior vps-rsch director; Sumer Bileydi, senior vp-media director; Dick Damrow, senior vp, CL-Direct, mng partner; Jim Christy, senior vp, CL-Direct.

Phone: (612) 871-8300.

Carrafiello-Diehl & Associates Irvine, N.Y.

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	6.6	6.0	9.7
Billings	44.0	40.1	9.7

U.S.

Gross income	6.5	6.0	7.6
Billings	43.2	40.1	7.6

U.S. volume breakdown

Media	8.2	27.8	-70.5
Materials/services	0.9	6.8	-86.7
Capitalized fees	34.1	5.5	519.1

Carrafiello-Diehl & Associates, Irvine, N.Y., reported gross income in 1984 of \$6,600,000, of which \$125,000 was in non-U.S. contributions, on billings of \$44,000,000. In 1983, it reported gross income of \$6,015,000 on billings of \$40,100,000, all in the U.S.

The agency's 1984 U.S. volume of \$43,150,000 consisted of \$8,200,000 in media, \$900,000 in materials and services and \$34,050,000 in capitalized fees. Its 1983 U.S. volume consisted of \$27,800,000 in media, \$6,800,000 in materials and services and \$5,500,000 in capitalized fees.

The 1984 overseas volume of \$850,000 was all in media.

In 1984 the agency gained: Trilling Resources' Water-Jel, Snidero of Canada's kitchen furniture (Woodbridge, Ont.), American Cyanamid's Lederle div.'s Caltrate (Toronto). It lost: Richardson-Vicks' Oral Health Group's dental products professional advertising, Rorig div. of Pfizer Pharmaceuticals' Navane and Sinequan products.

Billings breakdown: Newspapers 2%, magazines 10%, radio 2%, network tv 48%, spot tv 6%, cable tv 2%, business papers 23%, point of sale 3%, direct mail 4%. Employees: 102 in one office. Top execs: A. Louis Carrafiello, president; Anthony B. Bennett, exec vp; Thomas G. Baldacci, Austin H. Gedney Jr., Robert C. Brandt, William Green, senior vps.

Phone: (914) 591-9191.

Cochrane Chase, Livingston & Co. Newport Beach, Cal.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.6	4.8	37.5
Billings	51.8	51.8	N/A

U.S. volume breakdown

Media	51.8	19.1	N/A
Materials/services	N/A	5.3	N/A
Capitalized fees	N/A	27.4	N/A

said the agency chairman in 1981. Chiat/Day produced one of the most talked-about spots of last



Chiat/Day's "1984" Apple spot was a smash hit.

Cochrane Chase, Livingston & Co., Newport Beach, Cal., a subsidiary of Saatchi & Saatchi Compton Worldwide, reported gross income of \$6,651,000 in 1984 on billings of \$51,843,000. In 1983, it reported gross income of \$4,820,000 on billings of \$51,771,513.

The agency's 1984 volume was all in media. In 1983, volume consisted of \$19,070,544 in media, \$5,314,343 in materials and services, and \$27,386,626 in capitalized fees. In 1984 the agency gained: Beckman Electronic Technologies—div of Emerson Electric, Home Health Care, Process Instruments & Controls, USC Norris Cancer Hospital, Logicon, Xerox Computer Services, Coldwell Banker's Relocation div, Kreepy Krauly USA, Beatrice's Hunt-Wesson new products; Marriott Hotels regional. It lost: Memorex, Builders Emporium, Airspur, Metal Bellows, Per-tec.

Billings breakdown: Newspapers 9%, magazines 30%, supplements 1%, radio 16%, spot tv 40%, outdoor 4%. Employees: 115. Top execs: Cochrane Chase, chairman; Lynn Livingston, president; Ray Roschmann, Carolyn Johnson, Elliott Manketo, senior vps.

Phone: (714) 752-6171.

Cole & Weber Seattle

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	13.4	12.3	8.6
Billings	96.9	85.2	13.7

U.S. volume breakdown

Media	57.4	54.0	6.2
Materials/services	9.1	8.9	2.9
Capitalized fees	30.4	22.3	36.3

Cole & Weber, Seattle, a subsidiary of Ogilvy & Mather, reported gross income of \$13,384,350 in 1984 on billings of \$96,905,928. In 1983, it reported gross income of \$12,313,559 on billings of \$85,157,940.

The agency's 1984 volume included \$57,364,528 in media, \$9,119,543 in materials and services, and \$30,421,857 in capitalized fees. In 1983, volume consisted of \$54,006,538 in media, \$8,858,848 in materials and services, and \$22,292,554 in capitalized fees.

In 1984 the agency gained: Lucite, Trus Joist, Southern Forest Products Commission, Bonneville Power Administration, California Pistachio Commission, Napa Naturals, Caddex Corp., Central Bank, Thomas J. Lipton Inc., Wheat Industry Council. It lost: Consolidated Dairy Products, Nalley's Fine Foods, Adams Foods.

Billings breakdown: Newspapers 15%, magazines 13%, radio 16%, network tv 16%, spot tv 23%, outdoor 3%, business papers 13%, other 1%. Employees: 209 in four offices.

Top execs: Harold C. Dixon, chairman; Harold A. Newsom, president; Leonard L. Bartlett, Richard G. Hadley, vice-chairmen; James W. Schulz, treasurer.

Phone: (206) 433-6200.

Colle & McVoy Advertising Minneapolis

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.1	6.2	31.5
Billings	50.3	38.0	32.2

U.S. volume breakdown

Media	19.3	15.0	28.6
Materials/services	21.4	17.3	23.6
Capitalized fees	9.6	5.7	67.3

Colle & McVoy Advertising, Minneapolis, had estimated gross income of \$8,107,000 in 1984 on billings of \$50,276,600. In 1983, it had estimated gross income of \$6,165,000 on billings of \$38,038,446.

The agency's 1984 volume consisted of \$19,281,889 in media, \$21,381,714 in materials and services and \$9,612,997 in capitalized fees. Its 1983 volume consisted of \$14,957,534 in media, \$17,335,468 in materials and services and \$5,745,444 in capitalized fees.

In 1984 the agency gained: Ebenzer Co., Jackson Graves, Hubbard Broadcasting Co., Conus Communications, Bandana Square, KOAM/KOAX-FM (Denver), Pizza Hut, Northwestern Bell Information Technologies, Sterwin Laboratories. It lost: Gehl Co., First American, Colonial Savings.

Billings breakdown: Newspapers 26%, magazines 21%, radio 19%, spot tv 21%, outdoor 2%, farm publications 9%, other 2%. Employees: 148 in five offices. Top execs: Clarence M. Thompson Jr., chairman-ceo; Ray Foley, president; Al Hietala, exec vp-agricultural; Bill Lau, exec vp-financial/retail; Al Kunz, exec vp-business/intl; Ray Booth, senior vp-exec art director; Jim Heinz, senior vp-Midwest; Ed Hunter, senior vp-West; Wayne Engelman, secretary-treasurer.

Phone: (612) 861-7181.

William Cook Advertising Jacksonville, Fla.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.6	6.1	7.5
Billings	44.1	40.7	8.4

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

William Cook Advertising, Jacksonville, Fla., reported gross

income of \$6,607,774 in 1984 on billings of \$44,073,853. In 1983, it reported gross income of \$6,144,994 on billings of \$40,662,856.

The agency did not break down its dollar volume. Figures reported do not include those of U.S. subsidiary William Cook Advertising, Miami.

In 1984 the agency gained: Dodge dealers advertising associations in Orlando, Dade and Broward counties, H&R Investments resort developer, Robex Intl's Bimini Bay Resort, French Novelty Shops and Strawberry Fields retail clothing stores, Indian River Plantation Resort, Jacksonville Port Authority, Ryder/P.I.E. Nationwide, Jacksonville Transportation Authority, Alfred I. DuPont Foundation, BRS/Saunders. It lost: Bos Corp.'s Sandestin Resort, Ford Dealers Advertising Fund, Florida & South Georgia Babcock Intl real estate developer, Three Seasons real estate developer.

Billings breakdown: Newspapers 9%, magazines 8%, radio 6%, spot tv 72%, cable tv 0.5%, outdoor 2%, business papers 1%, point of sale 0.5%, direct mail 1%. Employees: 115 in two offices. Top execs: William W. Cook, chairman; Bernard C. Shramm Jr., president; J. Carson Eddings, exec vp; Stanley P. Norton, vp; Robert D. Cargell, vp-gm, pr div; Barry L. Hough, vp-gm, Miami office.

Phone: (904) 353-3911.

Cramer-Krasselt Co. Milwaukee

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.7	7.1	8.1
Billings	51.2	48.2	6.2

U.S. volume breakdown

Media	37.4	35.8	4.4
Materials/services	8.2	7.6	7.8
Capitalized fees	5.7	4.8	18.1

Cramer-Krasselt, Milwaukee, reported gross income of \$7,659,000 in 1984 on billings of \$51,240,000. For 1983, it reported gross income of \$7,085,000 on billings of \$48,249,000, both of which were stated.

The agency's 1984 volume consisted of \$37,359,000 in media, \$8,173,000 in materials and services and \$5,708,000 in capitalized fees. Its 1983 volume consisted of \$35,779,000 in media, \$7,638,000 in materials and services and \$4,832,000 in capitalized fees.

The agency's report included financial data from the following offices:

- Cramer-Krasselt/Milwaukee
- Cramer-Krasselt/Chicago
- Cramer-Krasselt/Direct, Chicago
- Cramer-Krasselt/Southwest, Phoenix

In 1984 the agency gained: Arizona Highways, Simplicity Mfg., American Charter Savings & Loan, Citicorp Remittance Service, Amherst Assn., Illinois Bell Communications, Marquette Pkg., Anixter, Sears, Roebuck & Co. catalog circulation, Yamaha Parts Distributors, Phoenix Motors, United Airlines direct, North American Coin & Currency. It lost: EZ Painter, First Interstate Bank of Arizona, Wisconsin Bell Communications.

Billings breakdown: Newspapers 7%, magazines 23%, radio 3%, network tv 21%, spot tv 28%, outdoor 1%, business papers 7%, direct mail 10%. Employees: 117 in three offices. Top execs: Theodore J. Wing, chairman, president-ceo; Peter G. Krivkovich, president-gm-Cramer-Krasselt/Chicago; Rolf G. Normann, exec vp-gm/Phoenix; Paul S. Counsell, exec vp-gm; William D. Faude, senior vp-secretary; Robert J. Bradley, vp-controller;

Chiat/Day: Getting big, staying creative

In 1981, ADVERTISING AGE picked a hot West Coast shop, Chiat/Day, as Agency of the Year. It was the first West Coast agency so honored. Since then, the agency's billings have grown from more than \$100 million to \$226.6 million in 1984, the latter representing a 63.7% increase over 1983.

Despite its rapid accumulation of top clients with big bucks, Chiat/Day has not lost its creative spark. It seems to have taken on bigness without falling prey to Jay Chiat's warning, or challenge, depending on one's point of view: "We're going to find out how big we can get without getting bad."

said the agency chairman in 1981. Chiat/Day produced one of the most talked-about spots of last

year, the "1984" commercial for Apple Computer that ran only once nationally, on the Super Bowl



Nike got mainstreamed via humor spots and outdoor splash.

telecast. The commercial, taking a sly dig at International Business Machines with a Big Brother theme, received wide acclaim. Although Apple's eagerly awaited Super Bowl spot this year (titled "Lemmings" and taking another dig at IBM-style conformity) did not receive the same acclaim, Chiat/Day's work for Apple has been consistently high quality and was partly responsible for the recent selection of the client's John Sculley as AA's 1984 Adman of the Year.

AA's editors also had high praise for the agency's highly creative work for Nike shoes.

11 agencies: \$5,000,000 to \$15,000,000

Philip May, senior vp-mgr, Cramer-Krasselt/Direct. Phone: (414) 276-3500.

Creswell, Munsell, Fultz & Zirbel Cedar Rapids, Ia.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.9	7.3	21.2
Billings	59.3	49.0	21.2

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Ia., a subsidiary of Young & Rubicam, reported gross income of \$8,892,262 in 1984 on billings of \$59,311,388. In 1983, it reported gross income of \$7,339,231 on billings of \$48,952,671. No volume breakdown was provided.

In 1984 the agency gained: Banks of Iowa, Dow Chemical Canada, Iowa Bankers Assn., Pester Corp., Meredith Corp.'s *Successful Farming*, Younkers, Economics Laboratory's Electrochemicals & Technology div. (pr), Harnischfeger Corp.'s OEM Products Group (pr), Morningside College (pr), National Dairy & Promotion Research Board (pr). It lost: Vigortone Ag Products, Chittenden & Eastman, Security Savings, National Fertilizer Solutions Assn. (pr).

Billings breakdown: Newspapers 3%, magazines 1%, radio 10%, spot tv 19%, outdoor 1%, business papers 3%, farm publications 26%, sales & promotion 20%, pr 17%. Employees: 164 in two offices. Top execs: E. William Munsell, chairman, exec vp-Y&R USA; Richard D. Meyocks, president-ceo; William J. Fultz, exec vp-mng director-Des Moines div.; Richard F. Mayes, senior vp-mng director pr; Marvin L. White, senior vp-mng director, Cedar Rapids div.; Weston Ritchie, senior vp-director, Signal Communications; James E. Meeks, senior vp-director, business affairs.

Phone: (319) 395-6500.

Davis, Johnson, Mogul & Colombatto Los Angeles

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	14.1	11.8	18.9
Billings	101.4	78.9	28.5

U.S. volume breakdown

Media	81.8	62.9	30.2
Materials/services	10.8	9.2	17.3
Capitalized fees	8.9	6.9	26.9

Davis, Johnson, Mogul & Colombatto, Los Angeles, reported gross income of \$14,066,800 in 1984 on billings of \$101,440,000. In 1983, it reported gross income of \$11,830,000 on billings of \$78,916,700.

The agency's U.S. 1984 volume consisted of \$81,751,700 in media, \$10,761,200 in materials and services and \$8,927,100 in capitalized fees. Its 1983 volume consisted of \$62,830,000 in media, \$9,160,000 in

materials and services and \$6,926,700 in capitalized fees.

The agency report includes financial data from subsidiary:

• DJMC Advertising

In 1984 the agency gained: U.S. Borax & Chemical Corp., McDonald's Operators Assn. (Fresno), Duron Inc., Glendale Federal Savings & Loan's Realty World. It lost: McDonald's Operators Assn. (San Diego), Getty Oil.

Billings breakdown: Newspapers 18%, magazines 4%, radio 22%, spot tv 53%, outdoor 3%. Employees: 191 in five offices. Top execs: Robert Davis, chairman-ceo; Robert Colombatto, chairman-chief operating officer; Brad Ball, president; Ronald Kojis, exec vp-director client services; Thomas Nipper, senior vp-finance; John Turner, senior vp-operations; Richard

Deleguardia, Fred Wilson, Rick Lenat, Richard Brennan, senior vps.

Phone: (213) 383-3332.

DBG&H Dallas

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.2	5.9	21.8
Billings	50.5	41.4	21.8

U.S. volume breakdown

Media	50.5	41.4	21.8
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

DBG&H Unlimited, Dallas, reported gross income of \$7,166,359 in 1984 on billings of \$50,467,310. In 1983, it reported gross income of

\$5,882,358 on billings of \$41,428,000. Capitalized volume for both years was all in media.

In 1984 the agency gained: Barnes Connally, Inn of the Mountain Gods, Galleria in New Orleans, Bass Bros. Development. It lost: Longhorn Properties.

Billings breakdown: Newspapers 50%, magazines 20%, radio 10%, network tv 5%, outdoor 5%, direct mail 10%. Employees: 185 in seven offices. Top execs: David C. Dozier, president; Sharon J. Baca, Martha L. Gallier, senior vps; Kyle W. Crews, Brad Forrester, Robert Scichilli, vps; Ann E. Hall, vp-director pr.

Phone: (214) 638-7723.

JWT traces its lineage to William J. Carlton Co., which in 1868 hired James Walter Thompson, a 20-year-old bookkeeper and fourth cousin of President Theodore Roosevelt.

David Deutsch Associates New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.0	3.4	45.0
Billings	33.4	23.0	45.0

U.S. volume breakdown

Media	29.8	20.7	43.9
Materials/services	1.2	0.8	50.0
Capitalized fees	2.4	1.4	68.0

David Deutsch Associates, New York, reported gross income of \$5,002,320 in 1984 on billings of \$33,350,000. In 1983, it reported gross income of \$3,449,895 on billings of \$23,000,000.

The agency's 1984 volume consisted of \$29,765,000 in media, \$1,188,000 in materials and services

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broad color selection to give your program that extra dimension.

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and \$2,397,000 in capitalized fees. Its 1983 volume consisted of \$20,745,300 in media, \$828,000 in materials and services and \$1,426,700 in capitalized fees.

In 1984 the agency gained: Pontiac Dealers of New York, New Jersey, Fairfield County, New Haven and Long Island, Samsung Electronics, CBS Publications' *American Photographer*, Thorougbred Educational Software, BP Chemicals, Damon Sportswear. It lost: Ericsson Inc., Scholastic Inc.

Billings breakdown: Newspapers 15%, magazines 30%, supplements 5%, radio 10%, spot tv 30%, cable tv 3%, business papers 5%, point of sale 2%. Employees: 42 in two offices.

Top execs: David Deutsch, chairman; James Aucone, president; Rocco Campanelli, vice-chairman; Donald Deutsch, J. Kevin Buckley, senior vps.

Phone: (212) 867-0044.

Deutsch, Shea, & Evans New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.1	4.7	73.5
Billings	54.3	31.3	73.5

U.S. volume breakdown	1984	1983	% chg
Media	54.3	31.3	73.5
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Deutsch, Shea & Evans, New York, a recruitment agency for Foote, Cone & Belding, reported net income of \$405,949 and gross income of \$8,146,090 in 1984 on billings of \$54,334,420. In 1983, it reported a loss in net income of \$169,900 and gross income of \$4,693,000 on billings of

\$31,302,310. Volume for both years was all in media.

In 1984 the agency gained: Northrop, Savin Corp., Booz Allen & Hamilton, Union Carbide. It lost: Tandem Computers.

Billings breakdown: Newspapers 83%, magazines 15%, radio 1%, outdoor 1%. Employees: 170 in eight offices. Top execs: Charles L. Gould, president; Ralph Burack, William T. Aitchison, exec vps; Wilma Yowell, William Harris, senior vps.

Phone: (212) 688-0500.

Diener/Hauser/ Bates Co. New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	11.4	12.3	-6.7
Billings	112.4	124.6	-9.7

U.S. volume breakdown	1984	1983	% chg
Media	105.0	116.7	-10.0
Materials/services	7.5	7.8	-3.8
Capitalized fees	N/A	N/A	N/A

Diener/Hauser/Bates Co., New York, part of Ted Bates Worldwide, reported gross income of \$11,442,000 in 1984 on billings of \$112,444,000. For 1983, it reported gross income of \$12,270,000 on billings of \$124,571,000, both restated.

The agency's U.S. 1984 volume consisted of \$104,974,000 in media and \$7,470,000 in materials and services. Its 1983 volume consisted of \$116,724,000 in media and \$7,847,000 in materials and services.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Golden Group
- Suzanne Salter Public Relations

In 1984 the agency gained: Tri-Star Pictures, Parkinson-Friendly Productions. It lost: Delsener Enterprises.

Billings breakdown: Newspapers 45%, magazines 18%, radio 5%, network tv 5%, spot tv 26%, outdoor 1%. Employees: 171 in five offices. Top execs: Herbert Hauser, chairman; Hank Weintraub, president; Gene Cofsky, president-West Coast; David Dember, Norman Trell, exec vps; Perry Sperber, Cheryl Lodinger, senior vps.

Phone: (212) 840-3300.

Direct Marketing Agency Stamford, Conn.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	11.0	8.3	32.8
Billings	50.1	40.1	25.2

U.S. volume breakdown	1984	1983	% chg
Media	0.04	0.6	-93.6
Materials/services	4.1	2.1	95.2
Capitalized fees	46.0	37.4	23.2

Direct Marketing Agency, Stamford, Conn., whose name suggests its activity, reported gross income of \$11,024,000 in 1984 on billings of \$50,152,670. In 1983, it reported gross income of \$8,300,000 on billings of \$40,052,000.

The agency's 1984 U.S. volume consisted of \$38,000 in media, \$4,085,000 in materials and services and \$46,029,670 in capitalized fees. Its 1983 volume consisted of \$600,000 in media, \$2,100,000 in materials and services and \$37,352,000 in capitalized fees.

In 1984 the agency gained: Porsche Cars North America, Citibank Financial, Comp-U-Card, Manufacturers Hanover, USV Labs, Parke-Davis. It lost: Ericsson, Audi, First Federal Savings.

Billings breakdown: Direct mail 99%, other 1%. Employees: 78. Top

execs: Norman J. Suslock, chairman; Ira Wolff, exec vp; Robert J. McKeon, exec vp-healthcare; Sam Raskin, Richard C. Wharton, senior vps.

Phone: (203) 357-7895.

Dorritie & Lyons New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.2	4.2	24.0
Billings	34.1	27.5	24.1

U.S. volume breakdown	1984	1983	% chg
Media	25.6	21.1	21.3
Materials/services	3.5	2.8	25.0
Capitalized fees	5.1	3.7	22.9

Dorritie & Lyons, New York, had estimated gross income of \$5,209,000 in 1984 on billings of \$34,120,550. In 1983, it reported estimated gross income of \$4,202,000 on billings of \$27,500,000.

The agency's 1984 volume consisted of \$25,560,000 in media, \$3,458,000 in materials and services and \$5,102,000 in capitalized fees. Its 1983 volume consisted of \$21,050,000 in media, \$2,600,000 in materials and services and \$3,650,000 in capitalized fees.

In 1984 the agency gained: Luitpold Pharmaceuticals, Bristol-Myers. It lost: None.

Billings breakdown: Newspapers: 1%, magazines 80%, business papers 4%, point of sale 10%, other 5%. Employees: 36. Top execs: John F. Dorritie, president; Michael J. Lyons, senior exec vp; Albert G. Nickel, exec vp; William J. Brown, Thomas J. Velardi, James A. Stroup, Martin J. McNamara, senior vps.

Phone: (212) 687-9394.

Eisaman, Johns & Laws Los Angeles

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	12.1	14.3	-15.7
Billings	80.4	95.3	-15.7

U.S. volume breakdown	1984	1983	% chg
Media	71.5	66.4	-17.2
Materials/services	4.8	6.3	-23.8
Capitalized fees	4.1	2.7	52.6

Eisaman, Johns & Laws, Los Angeles, reported gross income of \$12,050,000 in 1984 on billings of \$80,402,050. In 1983, it reported gross income of \$14,300,000 on billings of \$95,333,333.

The agency's 1984 volume consisted of \$71,500,000 in media, \$4,800,000 in materials and services and \$4,102,050 in capitalized fees. Its 1983 volume consisted of \$66,365,333 in media, \$6,300,000 in materials and services and \$2,688,000 in capitalized fees.

In 1984 the agency gained: Cadillac Dealers Advertising Assn. (Kansas City, Wichita/Southwest Kansas, New Orleans/Coastal Louisiana, Southwest Louisiana, Southeast Missouri, Northeast Mississippi, Omaha, Tulsa, Twin Cities); Price Pfister brass mfg/faucets; Sysco Food Systems Compton div.; Contel CADO Systems' super-micro business computers; Domino's Pizza, (Ann Arbor, Mich., Western States/Hawaii); Ivy Medical Group/Med Centers (Los Angeles, Cleveland); WJR-AM Detroit; Hertz-Penske Truck Leasing Corp.; Arkansas Luxury Condominiums. It lost: Chevrolet Dealers Advertising Assn. (Dallas, Coastal Valley, California); Cadillac Dealer Advertising Assn. (Miami, Southern California).

Billings breakdown: Newspapers

7%, magazines 34%, supplements 3%, radio 17%, network tv 9%, spot tv 24%, outdoor 4%, business papers 2%. Employees: 135 in four offices. Top execs: J.R. Eisaman III, chairman; Robert F. Laws, president; Adrienne Hall, vice-chairman; Jack J. Leener, Dean R. Laws, exec vps-mgmt supers; James F. Benson, exec vp-exec creative; Dennis R. Coe, exec vp-mktg services; Richard Westman, president-Houston; Mike de Maio, exec vp-gm, Chicago & automobile divs.

Phone: (213) 469-1234.

Epsilon Data Management Burlington, Mass.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.6	4.1	36.0
Billings	33.9	25.1	35.4

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	20.1	14.2	42.1
Capitalized fees	13.8	10.9	26.6

Epsilon Data Management, Burlington, Mass., had estimated gross income of \$5,620,000 in 1984 on billings of \$33,910,000. In 1983, it had estimated gross income of \$4,132,000 on billings of \$25,052,000.

The agency's 1984 volume consisted of \$20,123,000 in materials and services and \$13,787,000 in capitalized fees. Its 1983 volume consisted of \$14,160,000 in materials and services and \$10,892,000 in capitalized fees.

Billings breakdown: Spot tv 0.5%, point of sale 0.5%, direct mail 99%. Employees: 700 in four offices. Top execs: Thomas O. Jones, president-ceo; Robert J. Drummond, senior vp, commercial mktg; John E. Groman, senior vp, Not For Profit Marketing; Stephen A. Cone, senior vp, Direct Response Services; Timothy A. Hult, senior vp, Information Services.

Phone: (617) 273-0250.

Fahlgren & Swink Parkersburg, W.Va.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	12.5	11.7	7.4
Billings	84.6	77.9	8.7

U.S. volume breakdown	1984	1983	% chg
Media	26.6	26.3	8.7
Materials/services	16.4	14.6	12.3
Capitalized fees	39.7	37.0	7.4

Fahlgren & Swink, Parkersburg, W.V., a merger of Fahlgren & Ferriss and Howard Swink Advertising, reported gross income of \$12,537,280 in 1984 on billings of \$84,639,200. In 1983, it reported gross income of \$11,674,000 on billings of \$77,850,000. The 1983 figures reflect totals for F&F and Swink before the merger.

The agency's U.S. 1984 volume consisted of \$28,570,100 in media, \$16,364,800 in materials and services and \$39,704,300 in capitalized fees. Its 1983 volume consisted of \$26,275,000 in media, \$14,601,200 in materials and services and \$36,973,800 in capitalized fees.

In July, 1984, Fahlgren & Ferriss merged with Howard Swink Advertising of Marion, O., giving the merged agency virtual blanket coverage of Ohio. F&F had offices in Cincinnati, Columbus and Toledo, and Swink had offices in Marion, Columbus and Cleveland. Fahlgren also has an office in Parkersburg and Swink an outlet in Greensboro, N.C. Fahlgren recently sold its Charlotte, N.C., office, billing about \$2 million.



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(213) 320-7156

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Honolulu, HI 96813
(808) 523-0131

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Folcroft, PA 19032
(215) 534-8447
(800) 341-4008 (National)

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Griffin, GA 30223
(800) 241-5302 (GA)
(800) 554-1079
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Bodek & Rhodes

2860 Memphis St.
Philadelphia, PA 19134
(800) 452-5252 (PA)
(800) 523-2721 (National)

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301-313 E. Bay St.
Jacksonville, FL 32201
(904) 356-5721

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151 New Park Ave.
Hartford, CT 06106
(203) 236-4533
(800) 842-8237 (CT)

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11311 Harry Hines
Suite 512
Dallas, TX 75229
(800) 441-0112 (TX)
(800) 362-9011 (National)

Hawaiiprint T's

Division of G. Von Hamm Textiles
916 Kaaahi Place
Honolulu, HI 96817
(808) 847-1967

Thomas E. Hoar, Inc.

1711 Church St.
Holbrook, NY 11741
(516) 567-4993
(800) 645-1181 (National)

Hyman's Wholesale Co.

2018 Reynolds Ave.
North Charleston, SC 29405
(800) 922-1056 (SC)
(800) 845-2568 Ext. 128 (National)

J-M Business Enterprises

6100 Sixth Ave. South
Seattle, WA 98108
(800) 562-8391 (WA)
(800) 426-4200 (National)

Joyce-Munden Company

3735 Kimwell Dr.
Winston-Salem, NC 27103
(800) 642-0521 (NC)
(800) 334-8752 (National)

Kayman T-Shirts

1422 San Mateo Ave.
So. San Francisco, CA 94080
(800) 772-8432 (CA)
(800) 628-8126 (National)

Kayman T-Shirts of Colorado

4200 Jackson #9
Denver, CO 80216
(800) 227-2356 (CO)
(800) 824-2190 (National)

Kay's Enterprises, Inc.

P.O. Box 771707
3918 Dunvale St.
Houston, TX 77063
(800) 392-2331 (TX)
(800) 231-4581 (National)

Kelley & Abide

4401 Euphrosine St.
New Orleans, LA 70125
(504) 822-2700 (Call Collect)

Leff Bros.

2505 Texas Ave.
Houston, TX 77003
(800) 392-8613 (TX)
(800) 231-7211 (National)

Light Bros.

1108 Fifth Ave.
Pittsburgh, PA 15219
(412) 261-3125

Mahoning Merchandise Co.

865 E. Indianola Ave.
Youngstown, OH 44502
(216) 788-8733

McCreary & Pew, Inc.

3940 W. Montecito
Phoenix, AZ 85019
(602) 269-2375

Mid America T's

28 S. Main St.
Centerville, OH 45459
(513) 433-6653
(800) 543-9713 (National)

Frank L. Robinson

1150 South Flower St.
Los Angeles, CA 90015
(213) 748-8211

South Carolina Tees, Inc.

2001 Green St.
Columbia, SC 29250
(803) 256-1393
(800) 438-0001 (National)

Staton Wholesale

5339 Choctaw
Baton Rouge, LA 70806
(800) 251-6321 (LA)
(800) 321-7711 (National)

Staton Wholesale

220 Space Park Dr.
Nashville, TN 37211
(800) 221-4139 (TN)
(800) 551-5417 (National)

Thinc Actionwear, Inc.

1930 N.E. Oregon St.
Portland, OR 97232
(800) 452-1200 (OR)
(800) 841-6295 (National)

Young Creatiens

15245 Minnetonka Blvd.
Minnetonka, MN 55343
(612) 935-5937

11 agencies: \$5,000,000 to \$15,000,000

Separately, Fahlgren had gross income of \$7,500,000 on billings of \$50,000,000 in 1983, and Swink had gross income of \$5,382,432 on billings of \$39,470,138.

In 1984 the agency gained: Landmark Inc., Big Drum, Monitronix, DataServe, McDonald's restaurants (southern West Virginia), Blue Cross-Blue Shield of West Virginia, O.M. Scott & Sons Pro-Turf, Klosterman's Baking Co., R.A. Jones, Litton UHS, Perry & Derrick, Great American Insurance Cos., Plastiserv, Greensboro Chamber of Commerce, Guilford County Convention & Visitor's Bureau, American Federation of Information Processing Society, Dental Health Services, Interactive Financial Services, Brooks Auto Parts, Integrated Communications, Piedmont div. of NAPA. It lost: Firstmark Corp., Valvoline Oil Co., Schoenling Brewing Trax Tires.

Billings breakdown: Newspapers 9%, magazines 8%, radio 14%, network tv 8%, spot tv 28%, outdoor 2%, business papers 27%, other 4%. Employees: 240 in seven offices. Top execs: H. Smoot Fahlgren, chairman-CEO; C. Richard Fisher, president; Vincent J. Backley, vice-chairman; William Kight, vice-chairman-president/Central Ohio; Blaine E. Gutermuth, chairman-executive committee; James W. Swearingen, exec vp-operations; William J. Farson, treasurer-cfo; Robert F. Guiringer, secretary-president/North Carolina; Rodney D. Stegall, senior vp-creative director; Alfred Nucifora, president-Fahlgren, Swink & Nucifora; Atlanta; Donald Rice, president-Cincinnati; Ted Schurdell, president-Cleveland; Richard Imes, president-Toledo.

Phone: (304) 424-3500.

Faller, Klenk & Quinlan Buffalo

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.1	5.0	22.5
Billings	35.4	30.2	17.1

U.S. volume breakdown	1984	1983	% chg
Media	19.4	17.1	13.3
Materials/services	11.4	9.9	15.1
Capitalized fees	4.7	3.3	42.9

Faller, Klenk & Quinlan, Buffalo, N.Y., reported gross income of \$6,147,354 in 1984 on billings of \$35,437,205. In 1983, it reported gross income of \$5,014,560 on billings of \$30,248,310.

The agency's 1984 volume included \$19,364,166 in media, \$11,372,604 in materials and services, and \$4,700,435 in capitalized fees. In 1983, volume consisted of \$17,086,000 in media, \$9,874,000 in materials and services, and \$3,288,310 in capitalized fees.

In 1984, the agency gained: Discount Auto Parts, Stanton Corp., Velux American, Vermont American, Buffalo Hyatt Hotels, Larry's Ice Cream. It lost: None.

Billings breakdown: Newspapers 7%, magazines 14%, radio 10%, network tv 9%, spot tv 20%, cable tv 2%, business papers 15%, point of sale 10%, direct mail 11%, other 2%. Employees: 139 in three offices. Top execs: Robert O. Faller, president; Reginald V. Williams, exec vp-gm.

Phone: (716) 688-1177.

Fletcher/Mayo/Associates St. Joseph, Mo.

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	10.3	7.3	41.2
Billings	89.7	67.3	33.3

U.S. volume breakdown	1984	1983	% chg
Media	25.2	14.0	79.1
Materials/services	8.8	5.3	65.1
Capitalized fees	55.8	47.9	16.3

Fletcher/Mayo/Associates, St. Joseph, Mo., reported net income of \$864,000 and gross income of \$10,263,000 in 1984 on billings of \$89,711,000. In 1983, it reported net income of \$1,157,000 and gross income of \$7,266,000 on billings of \$67,308,000.

The agency's 1984 U.S. volume consisted of \$25,160,000 in media, \$8,783,000 in materials and services and \$55,768,000 in capitalized fees. Its 1983 volume consisted of \$14,046,000 in media, \$5,318,000 in materials and services and \$47,944,000 in capitalized fees.

The agency merged with Cohan & Paul and Barickman Advertising agencies in 1984. Financial results do not include data from its

U.S. agricultural-monitoring subsidiary:

• Agricom Inc.

In 1984 the agency gained American Angus Assn., Cargill Poultry, Chek-Tech, Dresser Inc., Englewood Electrical Supply, Kleen Leen Inc., Lindsay Mfg. Co., Tensar Corp., U.S. Steel Supply, Varco-Pruden, Women on the Run, Stone Mfg. Through its merger with Cohan & Paul, it gained: Clorox Co., Continental Bondware, Continental Fibre Drum, Continental White Cap, National Assn. of Realtors, Putman Publishing, HP Smith, Technical Publishing. Through its merger with Barickman, it gained: Farm-land Foods, Guy's Foods, Phillips Chemical Co., Rival Mfg., Safeway Stores, Sealright Co., Spectrum Control, Titan Sales Corp., Vencompass Inc. It lost: Elanco's Graslan, Genetech, Union Carbide's Sevin and Standek.

Billings breakdown: Newspapers 9%, magazines 3%, radio 9%, spot tv 10%, outdoor 2%, business papers 14%, farm publications 32%, point of sale 9%, direct mail 2%, other 10%. Employees: 203 in five offices. Top execs: R.W. Fletcher, CEO; G.R. Mayo, president-chief operating officer; J.L. Richie, exec vp-treasurer; H.P. Lammers, A.K. Phelan, senior vps; G.E. Clement, president-St. Joseph office; G.S. Cohan, president-Chicago office; E.R. Anderson, president-Atlanta office; C.E. Gustin Jr., president-Kansas City, Mo., office; D.D. Ballou, S.G. Paul, senior vps.

Phone: (816) 233-8261.

Albert Frank-Guenther Law New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.2	6.6	-6.0
Billings	41.0	43.7	-6.1

U.S. volume breakdown	1984	1983	% chg
Media	26.1	26.2	-7.2
Materials/services	7.9	7.7	2.4
Capitalized fees	7.0	7.8	-9.9

Albert Frank-Guenther Law, New York, a financial specialty agency of Foote, Cone & Belding, reported net income of \$695,000 and gross income of \$6,155,000 in 1984 on billings of \$41,040,000. In 1983, it reported net income of

\$605,000 and gross income of \$6,551,000 on billings of \$43,676,000.

The agency's 1984 volume consisted of \$26,133,000 in media, \$7,917,000 in materials and services, and \$6,990,000 in capitalized fees. In 1983, volume consisted of \$28,181,000 in media, \$7,731,000 in materials and services, and \$7,764,000 in capitalized fees.

In 1984 the agency gained: Softword Systems, Tucker Anthony & R.L. Day, General Computer, Automatic Data Processing, Butcher & Singer, Ampad pr, Chrysler pr, Irish Distillers intl pr, Robert Garrett Associates, James D. Wolfensohn Inc. It lost: Dreyfus, Ashby, Blasius Industries, Robert Garrett Associates, General Computer, Tucker, Anthony & R.L. Day, Software Systems.

Billings breakdown: Newspapers 67%, magazines 21%, radio 2%, spot tv 9%, outdoor 1%. Employees: 80 in three offices. Top execs: Stephen J. Witt, chairman; Michael A. Taylor, vice-chairman; John F. Cowell, president-creative director; Robert D. Washburn, secretary-treasurer; Walter H. Liebman, exec vp-director pr; Anthony P. Galli, exec vp-director corp. pr; Jerry Nussbaum, senior vp-director business devel; A. Paul Marrocco, senior vp-director acct services; Jerome M. Morea, senior vp-financial advertising.

Phone: (212) 248-5200.

Geer, Dubois Advertising New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	13.5	10.6	25.0
Billings	90.0	72.0	25.0

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Geer, DuBois, New York, reported gross income of \$13,500,000 in 1984 on billings of \$90,000,000. In 1983, it reported gross income of \$10,800,000 on billings of \$72,000,000.

The agency's volume was all in media each year.

In 1984, the agency gained: BASF Wyandotte Corp., Ponderosa's Casa Lupita Restaurants, United Technologies' Sikorsky Aircraft. It lost: IPI's Almay, American Petrofina's Fina Gasoline, North American Philips' Norelco Recorders.

Billings breakdown: Newspapers 10%, magazines 25%, radio 10%, network tv 10%, spot tv 35%, outdoor 5%, farm publications 5%. Employees: 160. Top execs: Peter Geer, chairman; Richard Seelow, president; Jim Adair, senior vp-art director; John Allen, Fred Irwin, senior vp-group acct supers; Rea Brown, senior vp-group creative super; Joy Sliwa, senior vp-media & program; Stephen Olderman, senior vp-creative director; Brian Sherwood, senior vp-group acct super, mktg director-pr; Doria Steedman, senior vp-group acct super; Edward Parella, vp-treasurer; Peter Farago, senior vp-group creative director; Tom Pearce, senior vp-print production mgr.

Phone: (212) 741-1900.

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Goodwin, Dannenbaum, Littman & Wingfield Houston

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.6	5.1	10.3
Billings	36.0	34.0	5.9

U.S. volume breakdown	1984	1983	% chg
Media	21.0	20.0	5.0
Materials/services	4.5	5.0	-10.0
Capitalized fees	10.5	9.0	16.7

Goodwin, Dannenbaum, Littman & Wingfield, Houston, estimated gross income of \$5,625,000 for its fiscal year ended March 31, 1985, on estimated billings of \$36,000,000. In 1983, it reported gross income of \$5,100,000 on billings of \$34,000,000.

The agency's 1984 volume estimate consists of \$21,000,000 in media, \$4,500,000 in materials and services and \$10,500,000 in capitalized fees. Its 1983 volume consisted of \$20,000,000 in media, \$5,000,000 in materials and services and \$9,000,000 in capitalized fees.

In 1984 the agency gained: Gordon Jewelers, Medical Care Intl, Metropolitan Transit Authority, ON TV, Western Oceanic. It lost: Capon Interests, Casile Dental, Chemical Enterprises, Emerald Air, Kirby Building.

Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, spot tv 50%, outdoor 5%, business papers 10%. Employees: 70. Top execs: Earl Littman, chairman-CEO; Barry Silverman, president; Anna Wingfield, exec vp; Gene Key Monigold, Jake Elliot, senior vps; Rich Witmer, senior vp-treasurer; Mildred Edwards, senior vp-comptroller.

Phone: (713) 977-7676.

Chester Gore/ Eric Mower & Associates Syracuse

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.0	6.2	29.7
Billings	50.2	32.1	56.4

U.S. volume breakdown	1984	1983	% chg
Media	15.9	7.9	101.2
Materials/services	11.1	6.3	76.7
Capitalized fees	23.2	17.9	29.2

Chester Gore/Eric Mower & Associates, Syracuse, N.Y., reported gross income of \$8,042,931 in 1984 on billings of \$50,167,984. In 1983, it reported gross income of \$6,201,567 on billings of \$32,083,494.

The agency's 1984 volume consisted of \$15,872,231 in media, \$11,120,318 in materials and services and \$23,175,435 in capitalized fees. Its 1983 volume consisted of \$7,852,833 in media, \$6,290,595 in materials and services and \$17,940,066 in capitalized fees.

Figures for both years represent Eric Mower & Associates and Chester Gore Co., the latter purchased by Mower in 1984.

In 1984 the agency gained: Albert Nipon, Suffolk Downs, Inficon Leybold-Heraeus, Rotelcom, Indium, Comstock Foods, Endicott-Johnson, PGA Golf. It lost: Signature, McGregor Corp., Diagnostic Medical Instruments, New York Racing Assn.

Billings breakdown: Newspapers 7%, magazines 39%, radio 8%, network tv 8%, spot tv 17%, outdoor 1%, business papers 6%, farm publications 3%, point of sale 2%, direct mail 5%, collateral 4%. Employees: 131 in two offices. Top execs: Eric A. Mower, chairman-CEO; Chester A. Gore, president-creative director; Francis T. Nichols, senior vp-cfo; Jay Quinn, senior vp.

Phone: (315) 472-4703.

AF&G: Versatility recognized

Avrett, Free & Ginsberg, a New York agency with gross income of \$10.1 million on billings of \$87 million last year, was nominated for Agency of the Year because of its versatility in turning out ads that run from nuts-and-bolts to trend-setters.

The AF&G client list is equally diversified, ranging from Lord & Taylor to Purina Cat Chow and Sun-Maid Instant Hot Cereal from Ralston Purina Co. to Tri-State Cadillac.

Its spot for Frisson wine from Remy Martin Amerique used new video technology and an entertainment theme launched by a video

segue from the Frisson logo into a Frisson party on a fast-moving train. Test market sales doubled the projected goal for this product, billed as a wine for young adults, the agency says.

The agency also moved Ponderosa Steakhouses president Jerry Office into that select group of identifiable company bosses by featuring him in spots for the Ponderosa chain.

AF&G says the Ponderosa spot for "family priced" meals garnered a 22% increase in dinner sales over control markets and a 38% increase in customer count.

Despite such success, the account

since has moved to McCann-Erickson, though Mr. Office continues to appear in ads for his chain.



Will Ponderosa prexy Jerry Office become a cult personality?



Just any ol' party turns into a movable express with Frisson.



II agencies: \$5,000,000 to \$15,000,000

Griffin-Bacal New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.0	4.2	66.4
Billings	17.5	20.1	68.4

U.S. volume breakdown	1984	1983	% chg
Media	42.2	25.4	66.1
Materials/services	4.6	2.7	70.3
Capitalized fees	N/A	N/A	N/A

Griffin-Bacal, New York, reported gross income of \$7,012,000 in 1984 on billings of \$46,751,000. In 1983, it reported gross income of \$4,215,000 on billings of \$28,100,000.

The agency's 1984 volume consisted of \$42,175,000 in media and \$4,576,000 in materials and services. Its 1983 volume consisted of \$25,400,000 in media and \$2,700,000 in materials and services.

The agency report includes figures from subsidiary:

• Griffin-Bacal Public Relations
In 1984 the agency gained: Playskool Toys, Milton Bradley Games, PlayNet Inc. It lost: None.

Billings breakdown: Magazines 10%, network tv 12%, spot tv 78%. Top execs: Tom Griffin, president-CEO; Joe Bacal, exec vp-director, creative services; Paul Kurnit, exec vp-director, client services; Art Heller, exec vp-director, media services; Lenny Leokum senior vp-creative director; Bob Darcy, vp-treasurer; Heide Kahme, vp-spot buying; Michele Litzky, vp-director, GBI pr; Robert Marden, Jeff Zwetschenbaum, vp-mgmt super.
Phone: (212) 687-2500.

Griswold Inc. Cleveland

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.1	5.5	2
Billings	38.6	42.3	-8.6

U.S. volume breakdown	1984	1983	% chg
Media	26.8	29.3	-8.8
Materials/services	5.8	7.3	-20.2
Capitalized fees	6.0	5.6	7.3

Griswold Inc., Cleveland, reported gross income of \$6,098,875 in 1984 on billings of \$38,600,473. In 1983, it reported gross income of \$6,503,353 on billings of \$42,260,960.

The agency's 1984 volume included \$26,757,086 in media, \$5,838,966 in materials and services, and \$6,004,421 in capitalized fees. In 1983, volume consisted of \$29,349,617 in media, \$7,319,475 in materials and services, and \$5,591,868 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• Colarossi Griswold, New York
In 1984 the agency gained: Sherwin-Williams. It lost: Keller furniture makers, Republic Steel.

Billings breakdown: Newspapers 11.5%, magazines 23.4%, radio 9.4%, network tv 17.7%, spot tv 9.9%, out-

door 0.2%, business papers 27.8%, farm publications 0.1%. Employees: 100 in four offices. Top execs: Mary E. Landers, chairman; Thomas Gilday, vice-chairman; Patrick J. Morin, president; Neal Davis, exec vp; William Brokaw, senior vp-creative director.
Phone: (216) 696-3400.

Group 3 Advertising Corp. Pompano Beach, Fla.

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	19.6	10.1	5.0
Billings	35.3	33.5	5.2

U.S. volume breakdown	1984	1983	% chg
Media	18.5	10.0	5.2
Materials/services	1.8	1.3	30.5
Capitalized fees	22.9	22.2	3.2

Group 3 Advertising, Pompano Beach, Fla., reported gross income of \$10,599,506 in 1984 on billings of \$35,252,000. In 1983, it reported gross income of \$10,094,768 on billings of \$33,511,424.

The agency's 1984 volume included \$10,531,300 in media, \$1,806,900 in materials and services and \$22,913,800 in capitalized fees. Its 1983 volume consisted of \$10,002,596 in media, \$1,295,434 in materials and services and \$22,213,394 in capitalized fees.

In 1984 the agency gained: Avian Corp., Lexicon Corp., Gould-FAA, Kaplus Organization. It lost: Proximity Devices, Auerbach & Neufeld, Intervault.

Billings breakdown: Newspapers 35%, magazines 19%, supplements 1%, radio 12%, spot tv 18%, cable tv 2%, outdoor 2%, transit advertising 1%, point of sale 1%, direct mail 6%, other 3%. Employees: 40. Top execs: Philip Leo Rushlow, chairman; O. Leslie Nell, president; Philip Leo Rushlow, David Robert Rushlow, vps.
Phone: (305) 785-9600.

GSD&M Austin

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.8	6.7	32.5
Billings	61.2	47.3	29.2

U.S. volume breakdown	1984	1983	% chg
Media	26.0	23.3	54.8
Materials/services	12.0	9.4	27.7
Capitalized fees	13.1	14.6	10.4

GSD&M (Gurasich, Spence, Darilek & McClure), Austin, Tex., reported gross income of \$8,863,400 in 1984 on billings of \$61,166,692. In 1983, it reported gross income of \$6,689,600 on U.S. billings of

Top 10 I and II agencies by newspaper billings

(\$ in 000,000)

Rank	Agency	Newspaper billings	U.S. billings	%*
1	Wells, Rich, Greene	173.0	618.0	28.0
2	BDO International	158.1	1,581.0	10.0
3	Young & Rubicam	155.2	2,155.1	7.2
4	Ted Bates Worldwide	124.6	1,754.7	7.1
5	Ogilvy & Mather International	108.3	1,804.3	6.0
6	Bozell & Jacobs	105.6	660.0	16.0
7	Leo Burnett Co.	90.6	1,132.9	8.0
8	J. Walter Thompson Co.	87.3	1,455.4	6.0
9	Doyle Dane Bernbach	86.8	1,085.1	8.0
10	Grey Advertising	82.8	1,034.6	8.0

* Newspaper billings as a % of an agency's U.S. capitalized billings.
NOTE: This chart was compiled from information provided by 144 I and II agencies.

\$47,318,700.

In 1984, volume consisted of \$36,066,262 in media, \$12,004,352 in materials and services and \$13,096,078 in capitalized fees. In 1983, volume consisted of \$23,297,490 in media, \$9,394,500 in materials and services and \$14,626,800 in capitalized fees.

Accounts gained: National Bancshares, NPC Home Builders in San Antonio, QUBE Cable for Houston and Dallas, Club Med, Houston Post, Greater Houston Transportation Co., Hagger Slack's Reed St. James, Jacuzzi, Kelly Johnson restaurants. The agency lost: Morgan Boots, Healthcare Intl, Westbury Homes, Interfirst Bank in Odessa. Billings breakdown: Newspapers 32.7%, magazines 4.5%, radio 19.7%, network tv 2.5%, spot tv 30.6%, outdoor 10%. Employees: 161 in five offices. Top execs: Stephen W. Gurasich, president; Roy M. Spence, Thomas M. McClure, Judith L. Trabulsi, William G. Gurasich, Kimberly R. Gaynor, exec vps; Carl Larkin, president, Dallas; John F. Davis, senior vp, Dallas; Robert S. Lansdowne, president, Houston; Dick Smith, senior vp-creative director, Houston.
Phone: (512) 327-8810.

Henderson Advertising Greenville, S.C.

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	11.3	10.5	7.5
Billings	75.4	70.1	7.4

U.S. volume breakdown	1984	1983	% chg
Media	58.3	55.7	4.6
Materials/services	7.3	5.7	8.9
Capitalized fees	9.8	7.7	26.5

Henderson Advertising, Greenville, S.C., reported gross income of \$11,306,000 in 1984 on billings of \$75,370,000. In 1983, it reported gross income of \$10,522,000 on billings of \$70,149,000.

The agency's 1984 volume consisted of \$58,299,000 in media, \$7,271,000 in materials and services and \$9,806,000 in capitalized fees. Its 1983 volume consisted of \$55,674,000 in media, \$6,726,000 in materials and services and \$7,749,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

• Pelham Marketing Services
• Henderson Direct
In 1984 the agency gained: Texize Commercial Products div., Texize Consumer Products (Puerto Rico), Carlton Importing Co.'s Nordik Wolf Beer, "21" Brands' Rene Junot French Wine. It lost: None.

Billings breakdown: Newspapers 8%, magazines 3%, radio 8%, network tv 43%, spot tv 32%, cable tv 1%, outdoor 1%, business papers 1%, point of sale 2%, direct mail 1%. Employees: 130 in two offices. Top execs: James M. Henderson, chairman; Fred C. Walker, vice-chair-

man; Ralph W. Callahan, president; John J. Kennedy Jr., senior vp-finance, treasurer; G. Howard Clark, senior vp-acct service; Robert J. Reuschle, senior vp-media; John A. Shimell, senior vp-rsch.
Phone: (803) 271-6000.

Hicks & Greist New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	12.0	9.0	33.3
Billings	92.5	71.0	30.3

U.S. volume breakdown	1984	1983	% chg
Media	85.0	65.0	30.7
Materials/services	3.2	3.0	6.6
Capitalized fees	4.3	3.0	43.3

Hicks & Greist, New York, reported gross income of \$12,000,000 in 1984 on billings of \$92,500,000. In 1983, it reported gross income of \$9,000,000 on restated billings of \$71,000,000.

The agency's 1984 volume consisted of \$85,000,000 in media, \$3,200,000 in materials and services and \$4,300,000 in capitalized fees. Its 1983 volume consisted of \$65,000,000 in media, \$3,000,000 in materials and services and \$3,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of U.S. subsidiaries:

• Irving Smith Kogan PR
• E.T. Howard Advertising

In 1984 the agency gained: H.P. Hood's citrus and cheese divs., Canadian Fisheries, Sweet Life Foods, Quick & Reilly, Red Cheek apple juice, Eagle Electric, Rioja, Angostura, Family Circle. It lost: Tetley.

Billings breakdown: Newspapers 12%, magazines 21%, supplements 5%, radio 7%, network tv 20%, spot tv 22%, cable tv 3%, outdoor 2%, business papers 3%, transit advertising 1%, point of sale 1%, direct mail 2%, other 1%. Employees: 140. Top execs: Charles V. Skoog Jr., board chairman; D. Edward Ricciuto, president; Hank Seiden, exec vp; William L. Roper, chairman-exec committee; William Wurtzel, senior vp-creative; Gerald Cutler, senior vp-group mktg; Ken Silvers, vp-group mktg; Smitty Kogan, president-I.S. Kogan; Robert Tenny, president-E.T. Howard.
Phone: (212) 370-9600.

Ingalls Associates Boston

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	12.7	8.0	58.8
Billings	85.0	60.5	40.5

U.S. volume breakdown	1984	1983	% chg
Media	52.5	32.5	61.5
Materials/services	9.5	7.0	35.7
Capitalized fees	23.0	21.0	9.5

Ingalls Associates, Boston, reported gross income of \$12,700,000 in 1984 on billings of \$85,000,000. In 1983, it reported gross income of \$8,000,000 on billings of \$60,500,000.

The agency's 1984 volume consisted of \$52,500,000 in media, \$9,500,000 in materials and services and \$23,000,000 in capitalized fees. Its 1983 volume consisted of \$32,500,000 in media, \$7,000,000 in materials and services and \$21,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of its U.S. subsidiary:

• Swofford & Scharff, New York.
In 1984 the agency gained: Denison Computer Supplies, Key

Banks, Ground Round restaurants, B.J.'s Wholesale Club, Kansas City Nissan Dealers, Direct Response Inc., Layered Software, Softbridge Expert Systems. It lost: Hayden Software, Boston Edison, GenRad.

Billings breakdown: Newspapers 18%, magazines 16%, radio 15%, network tv 10%, spot tv 30%, cable tv 1%, outdoor 1%, business papers 7%, transit advertising 1%, direct mail 1%. Employees: 240 in two offices. Top execs: S. Joseph Hoffman, chairman-CEO; David Weiss, president-chief operating officer; Harold Turin, exec vp; Carol Wright, exec vp-acct services; Brendan Kelley, exec vp-creative services.
Phone: (617) 437-7000.

Kallir, Philips, Ross New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	10.7	9.9	8.1
Billings	98.4	86.0	14.4

U.S.	1984	1983	% chg
Gross income	10.6	9.9	7.5
Billings	98.0	86.0	13.9

U.S. volume breakdown	1984	1983	% chg
Media	19.2	16.9	13.6
Materials/services	13.5	12.5	8.0
Capitalized fees	65.3	56.6	15.3

Kallir, Philips, Ross, New York, a subsidiary of Doyle Dane Bernbach, reported gross income of \$10,660,000, of which \$60,000 was non-U.S. contributions, in 1984 on billings of \$98,386,200. In 1983, it reported gross income of \$9,858,000, all from the U.S., on billings of \$86,020,000.

The agency's 1984 U.S. volume of \$9,798,600 consisted of \$19,245,000 in media, \$13,469,000 in materials and services and \$65,272,000 in capitalized fees. Its 1983 volume consisted of \$16,912,000 in media, \$12,500,000 in materials and services and \$56,608,000 in capitalized fees.

Overseas, its 1984 dollar volume was \$400,200, all capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• KPR Infor/Media Corp.
In 1984 the agency gained: Alpha Therapeutic Corp., Stauffer Chemical Co. It lost: Berlex Laboratories. Overseas, it gained: Janssen Pharmaceutica, Beecham Laboratories, Sandoz Pharmaceuticals. It lost: None.

Billings breakdown: Magazines 58%, direct mail 22%, other 20%. Employees: 157 in two offices. Top execs: John Kallir, director-president; Warren Ross, director-chairman, exec committee; Gerald M. Philips, director-creative services; Norman Cooper, director-exec vp, chief operating officer; Richard Grossman, Leo Palmer, senior vps.
Phone: (212) 878-3700.

Kenrick Advertising St. Louis

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.3	3.7	68.4
Billings	43.3	30.2	43.4

U.S. volume breakdown	1984	1983	% chg
Media	10.4	9.4	10.6
Materials/services	6.6	4.3	53.4
Capitalized fees	26.2	16.6	58.5

Kenrick Advertising, St. Louis, Mo., reported gross income of \$6,271,000 in 1984 on billings of \$43,283,000. In 1983, it reported gross income of \$3,723,000 on billings of \$30,177,000.

The agency's 1984 volume con-

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II agencies: \$5,000,000 to \$15,000,000

sisted of \$10,420,000 in media, \$6,617,000 in materials and services and \$26,246,000 in capitalized fees. Its 1983 volume consisted of \$9,365,000 in media, \$4,250,000 in materials and services and \$16,562,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Frank/James Direct Marketing
- Kingsbury Graphics Inc.
- Aragon Public Relations
- Data Support Services
- Multivista Inc.

In 1984, the agency gained: Health Care Network, HBE Corp. It lost: May Centers.

Billings breakdown: Newspapers 5%, magazines 10%, supplements 1%, radio 21%, spot tv 20%, cable tv 2%, outdoor 2%, business papers 6%, farm publications 27%, transit advertising 1%, point of sale 3%, direct mail 2%. Employees: 145 in six offices.

Top execs: C. Ric Sides, president; Kenneth H. Hieronymus, Eugene D. Duncan, exec vps; Charles A. Stillwater, Gary E. Miller, Warren B. Wiethaupt, Norman A. Berger, Jefferson L. Miller, senior vps.

Phone: (314) 726-6020.

Keyes Martin

Springfield, N.J.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.4	5.1	25.8
Billings	40.0	30.1	32.8

U.S. volume breakdown

Media	11.1	17.4	36.2
Materials/services	2.8	1.5	96.8
Capitalized fees	26.1	11.2	133.4

Keyes Martin, Springfield, N.J., reported gross income of \$6,401,593 in 1984 on billings of \$39,988,500. In 1983, it reported gross income of \$5,090,000 on billings of \$30,114,000.

The agency's 1984 volume consisted of \$11,093,000 in media, \$2,805,500 in materials and services and \$26,090,000 in capitalized fees. Its 1983 volume consisted of \$17,435,000 in media, \$1,500,000 in materials and services and \$11,179,000 in capitalized fees.

Included in Keyes Martin's figures are the billings and gross income of the following U.S. subsidiaries:

- Public Affairs Consultants
- Anngus Communications
- Keyes Martin & Gaby

In 1984 the agency gained: AT&T Communications, Acme Plastics, Domenico Tours, Elizabethtown Gas Co., New Jersey Life Insurance Co., Fonda Group, Rutgers University, Village of Bal Harbour, LaserColor Labs, Weight Watchers of West Palm Beach. It lost: Kyocera Intl.

Billings breakdown: Newspapers 50%, magazines 8%, radio 10%, spot tv 5%, outdoor 4%, business papers 16%, point of sale 1%, direct mail 5%, other 1%. Employees: 85 in two offices. Top execs: Daniel M. Gaby, president; Leonard B. Brown, exec vp; John Carlino, Jack Tucker, senior vps.

Phone: (201) 376-7300.

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Klemtner Advertising

New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.9	5.8	0.8
Billings	41.2	41.0	0.5

U.S. volume breakdown

Media	4.2	13.5	68.7
Materials/services	3.0	3.2	5.3
Capitalized fees	34.0	24.4	39.6

Klemtner Advertising, New York, a subsidiary of Saatchi & Saatchi Compton Worldwide, reported gross income of \$5,850,000 in 1984 on billings of \$41,210,000. In 1983, it reported gross income of \$5,800,000 on billings of \$41,000,000.

The agency's 1984 volume included \$4,225,000 in media, \$2,980,000 in materials and services, and \$34,005,000 in capitalized fees. In 1983, volume consisted of \$13,500,000 in media, \$3,150,000 in materials and services, and \$24,350,000 in capitalized fees. The report includes figures from U.S. subsidiary:

- Contact Corp.

In 1984 the agency gained: Abbott Labs, Berlex Laboratories, Princeton Dental Products. It lost: Pfizer Laboratories.

Billings breakdown: Magazines 2%, network tv 5%, cable tv 2%, business papers 50%, direct mail 10%, other 31%. Employees: 85. Top execs: A.P. Molinaro Jr., president; J.A. Broomhead, G.A. Scotti, R.J. Conlan, exec vps.

Phone: (212) 350-0400.

Kobs & Brady Advertising

Chicago

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.7	6.6	17.3
Billings	52.0	44.3	17.4

U.S. volume breakdown

Media	4.3	4.9	-12.2
Materials/services	3.2	2.0	60.0
Capitalized fees	44.5	37.3	19.1

Kobs & Brady Advertising, Chicago, primarily a direct marketing agency, reported gross income of \$7,735,253 in 1984 on billings of \$52,013,230. In 1983, it reported gross income of \$6,593,571 on billings of \$44,311,891.

The agency's 1984 volume consisted of \$4,326,517 in media, \$3,226,581 in materials and services and \$44,460,132 in capitalized fees. Its 1983 volume consisted of \$4,944,855 in media, \$2,025,428 in materials and services and \$37,341,608 in capitalized fees.

Figures include those of sub-

diaries:

- Kobs & Brady, New York
- Kobs & Brady, Minneapolis

In 1984 the agency gained: Bell-South, Beltone Electronics Corp., Calvert Distillers, Chesebrough-Pond's Prince Matchabelli, Cincinnati Microwave, Foster Parents Plan, General Mills Betty Crocker Enterprises catalog production, Genesco Inc., Group W Cable, Happy Trails Resorts, Miles Homes, Montgomery Wards Corp. Credit, Scientific Computer, Share Development Corp., Sperry Corp., Tools Etc. It lost: Littleton Stamp & Coin Co., Nestle's deluxe chocolate catalog, Wilton Enterprises.

Billings breakdown: Newspapers 1.2%, magazines 31.8%, supplements 2.1%, spot tv 16.5%, cable tv 5.2%, business papers 3.2%, direct mail 40%. Employees: 110 in three offices. Top execs: Jim Kobs, president; Tom Brady, Bill Gregory, exec vps; Howard Draft, Dan Ginsburg, Sid Liebensohn, Craig Thomas, senior vps; Richard Meyers, vp-adm. services.

Phone: (312) 944-3500.

Kornhauser & Calene

New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	11.3	14.3	-20.8
Billings	128.0	150.0	-14.7

U.S. volume breakdown

Media	119.6	137.2	-12.8
Materials/services	N/A	N/A	N/A
Capitalized fees	8.4	12.9	-34.7

Kornhauser & Calene, New York, reported gross income of \$11,301,000 in 1984 on billings of \$128,036,000. In 1983, it reported gross income of \$14,273,000 on billings of \$150,072,000.

The agency's U.S. 1984 volume consisted of \$119,636,000 in media and \$8,400,000 in capitalized fees. Its 1983 volume consisted of \$137,198,900 in media and services and \$12,873,100 in capitalized fees.

The reduction in 1984 billings reflects dissolution of the agency's relationship with its Hall Decker McKibbin subsidiary and termination of its West Coast affiliation.

In 1984 the agency gained: Mas Cosmetics, Palm Bay Imports' Cavit and Principato wines, Skin Control Systems' Dick Clark's men's toiletries, Swedish Match's Tarkett Inc., American Cyanamid's Chemacryl Plastics Ltd., American Home Products' Anacin-3, E.J. Brach & Sons new products, Children's Anacin-3, Dennison's Chili, Pac-Man Pizza, Wizard air fresheners, Wizard Dry Breezes, Wizard pet odor fighter, Wizard Stik-Ons, Church & Dwight's Arm & Hammer maximum strength carpet deodorizer and Arm & Hammer Dental Care, National Westminster Bank's Nat-West Commercial Services. It lost: American Health, Preparation-H,

Sani-Flush.

Billings breakdown: Newspapers 3%, magazines 10%, supplements 2%, radio 14%, network tv 60%, spot tv 7%, business papers 4%. Employees: 137. Top execs: Henry Kornhauser, chairman-ceo; John Calene, president-creative services director; Mike Cotter, Mike S. Rothman, Stanley M. Turk, Alan Yarnoff, exec vps; Robert L. Wise, exec vp-cfo, treasurer; Kenmore Emerson, Kenneth Glaser, senior vps.

Phone: (212) 490-1313.

Lavey/Wolff/Swift

New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.8	6.4	23.5
Billings	52.3	42.4	23.5

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	52.3	42.4	23.5

Lavey/Wolff/Swift, New York, part of BBDO International, reported gross income of \$7,843,000 in 1984 on billings of \$52,300,000. In 1983, it reported gross income of \$6,350,000 on billings of \$42,350,000.

The agency's volume was all in fees for each year.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Health Education Technologies
- Prism International

In 1984 the agency gained: Ross Laboratories, Janssen Pharmaceutica, Alcon Laboratories, Behringer-Mannheim, Murex, Scott, Mentholatum (additional assignments). It lost: None.

Billings breakdown: Magazines 50%, point of sale 5%, other 45%. Employees: 110 in four offices worldwide; 99 in three U.S. offices. Top execs: John F. Swift, president-ceo; Kenneth H. Lavey, chairman-creative director; Charles A. Rockefeller, exec vp; Al Gerstein, senior vp-creative planning; Peter Belliveau, senior vp-art/creative planning; Ronald J. Furedi, Jeremy S. Lee, Miriam Goldstein, senior vps-acct supers.

Phone: (212) 593-3630.

Lawler Ballard Advertising

Norfolk, Va.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.4	5.3	20.6
Billings	42.5	35.2	20.7

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Lawler Ballard Advertising, Norfolk, Va., reported gross income of \$6,368,000 in 1984 on billings of \$42,474,000. In 1983, it reported gross income of \$5,280,000 on billings of \$35,200,000.

The agency did not break down its billings for either year.

In 1984 the agency gained: Alliance Health System, Coachmen Industries, Contel Business Systems, Contel Cellular, DineLite, Earth Terminals, Figgie Intl, First National Bank of Florida, First Security National Bank in Kentucky, Gainer Bank Corp. in Gary, Ind., Jung Products, Midwest Financial Group in Peoria, Norfolk General Hospital, Patrick Petroleum. It lost: Econo Lodges of America, First National Bank of South Carolina, Liebherr-America Inc.

Billings breakdown: Newspapers

24%, magazines 6%, radio 21%, spot tv 35%, outdoor 4%, business papers 10%. Employees: 137 in four offices. Top exec: J.D. Ballard, president. Phone: (804) 627-0261.

Al Paul Lefton Co.

New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	9.4	9.2	1.7
Billings	62.4	61.3	1.7

U.S.

Gross income	9.2	9.0	2.3
Billings	61.4	60.0	2.3

U.S. volume breakdown

Media	61.4	60.0	2.3
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Al Paul Lefton Co., New York, reported gross income of \$9,360,000, of which \$150,000 was non-U.S. contributions, in 1984 on billings of \$62,400,000. In 1983, it reported gross income of \$9,200,000, of which \$200,000 was non-U.S. contributions, on billings of \$61,300,000.

The agency's U.S. volume of \$61,400,000 in 1984 and \$60,000,000 in 1983 was all in media for both years.

Overseas, its dollar volume was \$1,000,000 in 1984 and \$1,330,000 in 1983, all in media.

In 1984 the agency gained: Resorts Intl Casino Hotel, Capital Controls Co., Dana Corp.'s Drive-train service div. pr. ICI Americas' Aerospace Div. It lost: None.

Billings breakdown: Newspapers 10%, magazines 14%, supplements 2%, radio 15%, network tv 14%, spot tv 14%, cable tv 4%, outdoor 1%, business papers 14%, farm publications 5%, transit advertising 1%, direct mail 4%, other 2%. Employees: 166 in two offices. Top execs: Al Paul Lefton Jr., president-ceo; Grayson F. Lathrop, chairman; James W. North, exec vp; Norman Lewis, cfo.

Phone: (212) 867-5100.

Levine, Huntley, Schmidt & Beaver

New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	10.6	8.5	25.4
Billings	71.3	56.8	25.4

U.S. volume breakdown

Media	52.5	45.0	16.6
Materials/services	7.2	6.7	7.4
Capitalized fees	11.6	5.2	121.7

Levine, Huntley, Schmidt & Beaver, New York, reported gross income of \$10,615,000 in 1984 on billings of \$71,260,000. In 1983, it reported gross income of \$8,467,000 on billings of \$56,840,000.

The agency's 1984 volume consisted of \$52,492,000 in media, \$7,176,000 in materials and services and \$11,592,000 in capitalized fees. Its 1983 volume consisted of \$44,961,000 in media, \$6,650,000 in materials and services and \$5,229,000 in capitalized fees.

In 1984 the agency gained: Apricot Computers, Citizen watches, McCall's, Subaru of Southern California, Telecom Plus Intl. It lost: None.

Billings breakdown: Newspapers 8%, magazines 20%, radio 14%, network tv 10%, spot tv 37%, cable tv 2%, outdoor 1%, business papers 5%, transit advertising 3%. Employees: 126 in two offices. Top execs: Harold Levine, chairman-ceo; Robert Schmidt, president-chief operating officer; Allan Beaver, exec vp-creative director.

Phone: (212) 557-0900.

Top 10 I and II agencies by magazine billings

(\$ in 000,000)

Rank	Agency	Magazine billings	U.S. billings	%*
1	Young & Rubicam	366.4	2,155.1	17.0
2	Ogilvy & Mather Intl	288.7	1,804.3	16.0
3	BBDO International	284.6	1,581.0	18.0
4	Ted Bates Worldwide	245.7	1,754.7	14.0
5	Saatchi & Saatchi Compton	196.8	1,093.3	18.0
6	Foot, Cone & Belding Communications	196.0	1,324.4	14.8
7	Doyle Dane Bernbach	195.0	1,085.1	18.0
8	J. Walter Thompson Co.	192.1	1,455.4	13.2
9	Leo Burnett Co.	181.3	1,132.9	16.0
10	Grey Advertising	175.9	1,034.6	17.0

* Magazine billings as a % of an agency's U.S. capitalized billings. NOTE: This chart was compiled from information provided by 144 I and II agencies.

11 agencies: \$5,000,000 to \$15,000,000

Lewis, Gilman & Kynett Philadelphia

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	13.8	11.7	17.8
Billings	91.7	77.8	17.8

U.S. volume breakdown

Media	45.3	35.6	27.2
Materials/services	17.0	15.4	10.3
Capitalized fees	29.4	26.8	47.0

Lewis, Gilman & Kynett, Philadelphia, a subsidiary of Foote, Cone & Belding, reported gross income of \$13,751,000 in 1984 on billings of \$91,700,000.

In 1983, it reported gross income of \$11,668,000 on billings of \$77,800,000.

The agency's 1984 volume consisted of \$45,300,000 in media, \$17,000,000 in materials and services, and \$29,400,000 in capitalized fees.

In 1983, volume consisted of

\$35,600,000 in media, \$15,400,000 in materials and services, and \$26,800,000 in capitalized fees.

The report does not include figures from LG&K's pr division, which would bring aggregate gross income in 1984 to \$16,530,000, compared with \$13,824,000 the previous year, and capitalized billings to \$110,200,000, compared with \$92,500,000 in 1983.

In 1984 the agency gained: Bell Atlantic, Kimberly-Clark, Ivesco, Sorbus, Dorney Park. It lost: Airpax, Alco, Datamedia, N.L. Industries, Red Cheek, S.S. White, Dorney Park.

Billings breakdown: Newspapers 22%, magazines 35%, radio 10%, network tv 3%, spot tv 25%, outdoor 2%, direct mail 1%, other 2%. Employees: 225 in advertising; 75 in pr. Top execs: Robert G. Wilder, chairman-ceo; John K. Kaiser, president-chief operating officer; Charles B. Mathias, president-HealthCom; Charles M. Lodovico, exec vp-finance & admn.; Carl E. Casselman, exec vp-creative director.

Phone: (215) 568-3775.

Lois Pitts Gershon Pon/GGK New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.8	6.0	12.3
Billings	54.7	48.8	12.1

U.S. volume breakdown

Media	44.0	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	10.7	N/A	N/A

Lois Pitts Gershon Pon/GGK, New York, a merger in January, 1985, between New York-based Lois Pitts Gershon and GGK/New York, reported combined gross income of \$6,780,000 in 1984 on billings of \$54,672,000. This compares to an aggregate \$6,040,000 in gross income and \$48,770,000 in billings in 1983 for the two agencies before the merger.

In 1983, LPG alone reported gross income of \$4,600,000 on billings of \$39,170,000, all in the U.S. GGK/New York, the U.S. arm of GGK Group, a \$190 million Swiss-based agency network with offices in 12 cities, mainly in Europe, had gross income of \$1,440,000 on billings of \$9,600,000, all in the U.S.

The combined agency's U.S. 1984 volume consisted of \$44,000,000 in media and \$10,672,000 in capitalized fees.

In 1984 the agency gained: USA Today (consumer and trade), VH-1 Cable Network, Doubleday Broadcasting, L.M. Berry/Electronic Mall, Circuit City Stores/Lafayette Stores, KPLX-AM (Fort Worth), Signature, Nickelodeon Cable Network, Porsche Design, WIII-TV (Cincinnati), Line Licensing. It lost: Beefsteak Charlie's, Bristol-Myers' Vitalis and Knoware Inc.

Billings breakdown: Newspapers 15%, magazines 21%, radio 8%, network tv 4%, spot tv 49%, cable tv 1%, outdoor 1%, direct mail 1%. Employees: 58. Top execs: George Lois, chairman-creative director; William Pitts, vice-chairman-mktg director; Richard Gershon, president-media director; Dale Pon, Richard Lewis, exec vps.

Phone: (212) 974-1400.

Long, Haymes & Carr Winston-Salem, N.C.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.2	5.2	17.8
Billings	41.5	34.9	18.9

U.S. volume breakdown

Media	28.0	22.2	26.1
Materials/services	6.7	5.8	15.5
Capitalized fees	6.8	6.9	-1.4

Long, Haymes & Carr, Winston-Salem, N.C., reported gross income of \$6,159,300 in 1984 on billings of \$41,500,000. In 1983, it reported gross income of \$5,230,000 on billings of \$34,900,000.

The agency's 1984 volume was \$28,000,000 in media, \$6,700,000 in materials and services and \$6,800,000 in capitalized fees. Its 1983 volume consisted of \$22,200,000 in media, \$5,800,000 in materials and services and \$6,900,000 in capitalized fees.

In 1984 the agency gained: Century Furniture Co., Jefferson-Pilot Corp., Jefferson Standard Life Insurance Co., Pilot Life Insurance Co., R.J. Reynolds Tobacco Co.'s Doral brand, Stanback Co. It lost: Douglas Battery Mfg Co., Wix Corp.

Billings breakdown: Newspapers 19%, magazines 14%, supplements 1%, radio 3%, network tv 29%, spot tv 9%, outdoor 1%, trade press 6%, point of sale (sales promotion) 13%,

direct mail 2%, service fees 3%. Employees: 110 in one office. Top execs: Curtis E. Long, chairman; Joseph A. Haymes Jr., president-ceo; Austin H. Carr, senior exec vp; Donald N. Adams, Loren L. Chamberlain, Robert E. Fly, Dennis A. Schmidt, exec vps; Robert S. Fellows, Erl S. Tronnes, senior vps; Pat N. Thomas, senior vp-treasurer.

Phone: (919) 765-3630.

Lord, Sullivan & Yoder Marion, O.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.1	4.0	25.5
Billings	36.1	30.1	19.8

U.S. volume breakdown

Media	13.1	9.8	34.0
Materials/services	4.7	3.5	34.0
Capitalized fees	18.3	16.8	8.6

Lord, Sullivan & Yoder, Marion, O., reported gross income of \$5,070,395 in 1984 on billings of \$36,105,161. In 1983, it reported gross income of \$4,041,729 on billings of \$30,131,253.

The agency's 1984 volume consisted of \$13,124,307 in media, \$4,725,004 in materials and services and \$18,255,850 in capitalized fees. Its 1983 volume consisted of \$9,792,489 in media, \$3,524,632 in materials and services and \$16,814,132 in capitalized fees.

In 1984, the agency gained: Stolle Corp.'s Memory Products Group, The Andersons, Dofin Corp., Firestone Tire & Rubber Co.'s building products div., Pioneer Communications of America, Iowa Public Service, Kone Corp's Crane div. (Laval, Quebec). It lost: Franklin University, First National Bank (Sioux City, Ia.), Continental Cablevision of Ohio, Wendy's (Des Moines), Toledo Scale, WNCI-FM, Columbus.

Billings breakdown: Newspapers 22.4%, magazines 2.4%, radio 24.1%, spot tv 22%, cable tv 0.7%, outdoor 1.5%, business papers 22%, farm publications 2.2%, transit advertising 1.1%, point of sale 1.3%, direct mail 0.1%, other 0.2%. Employees: 94 in two offices. Top execs: John K. Lord, chairman; Robert E. Sullivan, president; Robert D. Ackerman, senior vp-acct services; Robert L. Bender, senior vp-art & production; Kent Zimmerman, senior vp-acct services, Des Moines; Robert L. Potter, senior vp-creative services, Des Moines.

Phone: (614) 387-8500.

Lorsch Group Los Angeles

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.3	6.3	0.0
Billings	39.0	42.0	-7.1

U.S. volume breakdown

Media	23.0	26.0	-11.5
Materials/services	16.0	16.0	0.0
Capitalized fees	N/A	N/A	N/A

Lorsch Group, Los Angeles, reported gross income of \$6,300,000 in 1984 on billings of \$39,000,000. In 1983, its gross income was the same on billings of \$42,000,000.

The agency's 1984 U.S. volume included \$23,000,000 in media and \$16,000,000 in materials and services. In 1983, volume consisted of \$26,000,000 in media and \$16,000,000 in materials and services.

Included in the agency's figures are figures of U.S. subsidiary: • Bob Lorsch & Friends

In 1984 the agency gained: Har-

rah's Hotel Reno, Taco Bell new assignments, Hunt-Wesson Foods new assignments, Memorex audio and video products new assignments, Intera Technologies, Paladin-Visicalc software, Computerland. It lost: Regent Air, Caesar's Tahoe, Ajax Rent-A-Car.

Billings breakdown: Newspapers 30%, magazines 20%, supplements 10%, radio 10%, spot tv 5%, outdoor 5%, direct mail 10%, other 10%. Employees: 28. Top execs: Robert H. Lorsch, president-ceo; Lester Boxer, director; Debbie Rosten, vp; Tracy Beavers, general mgr, Bob Lorsch & Friends.

Phone: (213) 856-0808.

Mandabach & Simms Chicago

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.5	6.9	23.6
Billings	55.9	45.8	24.1

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Mandabach & Simms, Chicago, had estimated gross income of \$8,500,000 in 1984 on billings of \$56,882,000. In 1983, it had estimated gross income of \$6,875,700 on billings of \$45,838,000. No volume breakdown was provided for either year.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Mandabach & Simms, New York
- Mandabach & Simms/Pacific
- Mandabach & Simms/Ohio
- Manchester Marketing, Fort Lauderdale

In 1984 the agency gained: Bell & Howell, Bell & Howell-Phillipsburg, Republic Tobacco, J.R. Simplot's new products div., Software Results Corp., Fruitex Enterprise, ABCO Tableware, New Zealand Lamb Co., Puma Products Intl, Ohio Conference of Seventh-day Adventists, Silent Watchman Corp., Peninsula Hospital & Medical Center, Corbett Canyon Vineyards, Jeff Crippen Oldsmobile, Young Oil Co., ALD Cosmetics. It lost: Tenman Systems, Corning Glass Works, Hazeltine Corp., Air Power Group, Laurel Grove Hospital.

Employees: 135 in five offices. Top execs: Irwin Simms, president-ceo; Paul Mandabach, chairman; Lee Lippman, Sheldon Kahn, exec vps; Robert J. Maszka, senior vp-finance.

Phone: (312) 236-5333.

MARCOA Direct Advertising Chicago

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.3	3.7	42.7
Billings	35.1	24.6	42.6

U.S. volume breakdown

Media	35.1	24.6	42.6
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

MARCOA Direct Advertising, Chicago, a subsidiary of BBDO International, had estimated gross income of \$5,265,000 in 1984 on billings of \$35,100,000. In 1983, it had estimated gross income of \$3,690,000 on billings of \$24,600,000. Volume was all in media for each year.

In 1984 the agency gained: Sears Financial Network, Figs, Fisher-Price. It lost: Lee Wards, Video Associates.

Billings breakdown: Newspapers

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II agencies: \$5,000,000 to \$15,000,000

21%, magazines 31%, supplements 6%, radio 1%, spot tv 8%, business papers 3%, point of sale 2%, direct mail 28%. Employees: 60. Top execs: David Hefner, president; David L. King, Robert A. Patterson, Michael McCarthy, senior vps; Ronald T. Perrella, exec vp.

Phone: (312) 454-0660.

Martin Agency

Richmond, Va.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.7	3.6	85.1
Billings	44.7	24.0	86.3

U.S. volume breakdown

Media	22.2	9.3	138.7
Materials/services	6.0	3.6	66.6
Capitalized fees	16.5	11.1	48.6

Martin Agency, Richmond, Va., reported net income of \$338,000 and gross income of \$6,700,000 in 1984 on billings of \$44,700,000. In 1983, it reported net income of \$97,000 and gross income of \$3,600,000 on billings of \$24,000,000.

The agency's 1984 volume consisted of \$22,200,000 in media, \$6,000,000 in materials and services and \$16,500,000 in capitalized fees. Its 1983 volume consisted of \$9,300,000 in media, \$3,600,000 in materials and services and \$11,100,000 in capitalized fees.

In 1984 the agency gained: Digital Communication Associates, GM's Allison div., Comdial. It lost: CILCO, Electro Biology.

Billings breakdown: Newspapers 14%, magazines 11%, radio 11%, spot tv 12%, outdoor 2%, farm publications 4%, point of sale 2%, direct mail 10%, other 34%. Employees: 123 in three offices. Top execs: David Martin, chairman; Harry M. Jacobs Jr., vice-chairman; Donald R. Just, president; James R. Hughes Jr., exec vp; John B. Adams Jr., senior vp-acct mgmt; Stephen H. Martin, senior vp-mktg services; Ralph L. Thompson, senior vp-finance.

Phone: (804) 254-3407.

William Douglas McAdams

New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	13.5	12.0	12.3
Billings	90.0	80.2	12.3

U.S. volume breakdown

Media	44.7	43.0	3.9
Materials/services	15.7	16.5	4.8
Capitalized fees	29.6	20.7	43.1

William Douglas McAdams, New York, reported gross income of \$13,500,000 in 1984 on billings of \$90,000,000. In 1983, it reported gross income of \$12,025,000 on billings of \$80,166,000.

In 1984, volume consisted of \$44,734,000 in media, \$15,687,000 in materials and services and \$29,579,000 in capitalized fees. In 1983, volume consisted of \$42,991,000 in media, \$16,502,000 in materials and services and \$20,673,000 in capitalized fees.

Accounts gained: Pfizer Inc.'s Roerig, N. Dorman & Co. The agency lost: None.

Billings breakdown: Magazines 76.1%, direct mail 14.3%, other 9.6%. Employees: 171. Top execs: Irwin C. Gerson, president; William M. Wolf, exec vp-director; Anthony J. D'Onofrio, exec vp-operations; Joseph Carobene, Gene Fine, Howard Mandelbaum, Ronald Vignone, senior vp-acct ser-

vices; Victor Trasoff, Thomas Haynes, Walter Scott, senior vps-art; Claire Anderley, senior vp-copy; Brian Boyle, treasurer-cfo. Phone: (212) 759-6300.

McKinney Inc.

Philadelphia

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.5	5.2	7.2
Billings	38.8	38.1	1.7

U.S. volume breakdown

Media	9.0	8.9	1.1
Materials/services	3.8	3.7	2.7
Capitalized fees	26.0	25.6	1.8

McKinney Inc., Philadelphia, reported gross income of \$5,547,738 in 1984 on billings of \$38,769,000. In 1983, it reported gross income of \$5,175,458 on billings of \$38,123,000.

The agency's 1984 volume consisted of \$8,984,000 in media, \$3,773,000 in materials and services and \$26,012,000 in capitalized fees. Its 1983 volume consisted of \$8,860,000 in media, \$3,700,000 in materials and services and \$25,563,000 in capitalized fees.

In 1984 the agency gained: FMC Material Handling Systems, Nilfisk of America, Precision Tube, Dalton Dalton Newport, Milwaukee Brush Co., Schuler Inc., T.W. Grogan Co., Deloitte Haskins & Sells, Keithly DAS, Orion Research, Sloan Valve Co.'s Gear Products, Household Intl, Mitsubishi Construction Equipment Group. It lost: Budd's Intermodel div., Glen Gary Corp., North American Refractories, Pultrusions, LTX, Teledyne Engineering Services, Watts Regulator.

Billings breakdown: Newspapers 3%, magazines 1%, radio 2%, business papers 85%, direct mail 7%, Yellow Pages 2%. Employees: 110 in five offices. Top execs: Albert W. Emery Jr., chairman; Frank W. Callahan, president McKinney Inc. Phone: (215) 751-9611.

McKinney Silver & Rockett

Raleigh, N.C.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	10.9	8.6	25.8
Billings	72.3	37.5	25.8

U.S. volume breakdown

Media	60.1	47.3	27.0
Materials/services	5.3	4.9	8.1
Capitalized fees	7.0	5.4	29.4

McKinney Silver & Rockett, Raleigh, N.C., reported gross income of \$10,852,390 in 1984 on billings of \$72,349,471. In 1983, it reported gross income of \$8,627,330 on bill-

ings of \$57,518,225.

The agency's 1984 volume consisted of \$60,052,245 in media, \$5,333,746 in materials and services and \$6,963,480 in capitalized fees. Its 1983 volume consisted of \$47,279,161 in media, \$4,856,374 in materials and services and \$5,382,690 in capitalized fees.

In 1984 the agency gained: Brown & Williamson Tobacco Co.'s Raleigh and Belair cigarettes. It lost: Tom's Foods.

Billings breakdown: Newspapers 28%, magazines 22%, radio 13%, spot tv 20%, cable tv 5%, outdoor 5%, business papers 7%. Employees: 118. Top execs: Charles McKinney, chairman-president; Robert Doherty, exec vp; Lloyd Jacobs, Michael Winslow, Charles Ashby, Donald Heineman, John Ketchum, senior vps.

Phone: (919) 828-0691.

M.E.D. Communications

Woodbridge, N.J.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.6	6.3	22.2
Billings	50.1	41.0	22.3

U.S. volume breakdown

Media	6.0	6.0	0
Materials/services	5.0	4.3	16.2
Capitalized fees	39.1	30.7	27.5

M.E.D. Communications, Woodbridge, N.J., reported gross income of \$7,647,500 in 1984 on billings of \$50,119,000. In 1983, it reported gross income of \$6,258,950 on billings of \$40,982,000.

The agency's 1984 volume consisted of \$6,000,000 in media, \$5,000,000 in materials and services and \$39,119,000 in capitalized fees. Its 1983 volume consisted of \$6,000,000 in media, \$4,300,000 in materials and services and \$30,682,000 in capitalized fees.

In 1984 the agency gained: Pharmacia Intl, Wyeth Intl, Abbott Hospital Products, Dornier. It lost: None. Overseas, it also gained: Wyeth Intl. It lost: None.

Billings breakdown: Magazines 20%, supplements 25%, direct mail 5%, other 50%. Employees: 93. Top execs: Robert Portman, president; David I. Portman, exec vp; Edward Cohen, senior vp-creative director; Skip Hurley, senior vp-co-creative director; Tom H. Rosenwald, senior vp-pharmaceuticals; Nita Taskier, senior vp-scientific services.

Phone: (201) 636-6600.

Profiles with a checked box (☒) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☒ †) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Top 10 I and II agencies by spot tv billings

(\$ in 000,000)

Rank	Agency	Spot tv billings	U.S. billings	%*
1	Young & Rubicam	476.3	2,155.1	22.1
2	Ted Bates Worldwide	405.3	1,754.7	23.1
3	Forrester, Cone & Belding Communications	368.0	1,324.4	27.8
4	BBDO International	347.8	1,581.0	22.0
5	J. Walter Thompson Co.	304.2	1,455.4	20.9
6	Dancer Fitzgerald Sample	267.8	750.2	35.7
7	Ogilvy & Mather	252.6	1,804.3	14.0
8	Benton & Bowles	222.4	766.7	29.0
9	Grey Advertising	206.9	1,034.6	20.0
10	Doyle Dane Bernbach	206.2	1,085.1	19.0

* Spot tv billings as a % of an agency's U.S. capitalized billings
NOTE: This chart was compiled from information provided by 144 I and II agencies

Meldrum & Fewsmith

Cleveland

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	9.9	9.2	8.5
Billings	66.3	61.0	8.7

U.S. volume breakdown

Media	9.1	8.3	9.0
Materials/services	60.5	55.5	9.0
Capitalized fees	N/A	N/A	N/A

Meldrum & Fewsmith, Cleveland, estimated gross income of \$9,932,300, of which \$858,000 was non-U.S. contributions, for 1984 on billings of \$66,315,000. In 1983, it had estimated gross income of \$9,150,000, of which \$825,000 was non-U.S. contributions, on billings of \$61,000,000.

The agency did not break down its 1984 U.S. volume of \$60,495,000 or its 1983 volume of \$55,500,000.

Overseas, its 1984 dollar volume was \$5,720,000. Its 1983 foreign volume was \$5,500,000.

In 1984 the agency gained: Bekins Van Lines, Cole National Corp.'s optical div., AmeriTrust Corp.'s Insta Net Bank Card System, York Steak House Systems. It lost: Bee Chemicals, Brillion Iron Works, FMC Corp., Agricultural Chemical Group Intl, Kenny King Corp., Kentucky Fried Chicken's Northeast Ohio co-op, Penton/IPC, Pioneer Hi Bred Intl.

Billings breakdown: Newspapers 5%, magazines 4.3%, radio 6.5%, network tv 12%, spot tv 27%, cable tv 2.5%, outdoor 0.5%, business papers 21.8%, farm publications 7.5%, transit advertising 0.1%, other 11.9%. Employees: 153 in three offices. Top execs: Arthur E. Earley, chairman; Terrence G.E. Parmelee Sr., president-ceo; Robert P. Huddleston, senior vp-secretary/treasurer; Jeffrey H. Bryden, Robert Iredell IV, senior vp-mgmt supers; Chris N. Perry, senior vp-creative services; John C. Bryan, senior vp-gm/Detroit; Richard H. Herrmann, senior vp-group creative director/Detroit; Thomas E. Butterfield, senior vp-gm/Chicago. Phone: (216) 241-2141.

Miller Advertising

New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.0	4.2	42.8
Billings	39.2	27.4	43.1

U.S. volume breakdown

Media	34.0	24.0	41.6
Materials/services	0.5	0.4	25.0
Capitalized fees	4.7	3.0	56.7

Miller Advertising, New York, reported gross income of \$6,000,000 in 1984 on billings of \$39,200,000. In 1983, it reported gross income of \$4,200,000 on billings of \$27,400,000.

The agency's U.S. 1984 volume consisted of \$34,000,000 in media, \$500,000 in materials and services and \$4,700,000 in capitalized fees. Its 1983 volume consisted of \$24,000,000 in media, \$400,000 in materials and services and \$3,000,000 in capitalized fees.

The agency's report included financial returns for subsidiaries: Miller-Mitchell, Hempstead, N.Y.; Miller Advertising, Needham, Mass.

The agency declined to list accounts gained or lost. Billings breakdown: Newspapers 60%, magazines 5%, radio 20%, spot tv 10%, cable tv 2%, business papers 2%,

other 1%. Employees: 130 in three offices. Top execs: Leonard J. Miller, chairman; Robert Miller, president. Phone: (212) 929-2200.

Miller Meester Advertising

Minneapolis

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.1	4.5	13.3
Billings	34.1	30.1	13.1

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Miller Meester Advertising, Minneapolis, reported net income of \$594,000 and gross income of \$5,112,000 in 1984 on billings of \$34,080,000. In 1983, it reported net income of \$320,000 and gross income of \$4,520,000 on billings of \$30,130,000.

In 1984 the agency gained: Bio Techniques, MTS Systems, McQuay Intl, CENTRAK, CENEX Insurance Agency, Federal Intermediate Credit Banks and Federal Land Bank of Louisville, Tom Thumb Stores, Custom One, Trend Enterprises, St. Paul Winter Carnival pr, Woodbine Condominiums.

It lost: Wisconsin Dairies, Pako Photographic, Pako Graphic Arts, A.O. Smith Harvestore Systems, PC Photo Systems.

Billings breakdown: Newspapers 8%, magazines 16%, radio 15%, spot tv 20%, outdoor 2%, farm publications 25%, point of sale 5%, direct mail 10%.

Employees: 85. Top execs: Robert V. Miller, president-ceo; Karen E. Kangas, exec vp-chief operating officer; Ted A. Priebe, exec vp-client services; Oreland Johnson, Arch Crist, senior vps.

Phone: (612) 854-8944.

Muir Cornelius Moore

New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	13.0	10.7	21.4
Billings	86.6	71.3	21.4

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	86.6	71.3	21.4

Muir Cornelius Moore, New York, reported gross income of \$12,985,890 in 1984 on billings of \$86,615,886. In 1983, it reported gross income of \$10,695,481 on billings of \$71,338,858. The agency's volume was all in capitalized fees for both years.

In 1984 the agency gained: Cetus Corp., Chemical Bank's Capital Markets Group, Mortgage Finance Group, Citibank's Private Banking sales promo, Emerson Electric's Electronic Defense Systems, Greater New York Savings Bank corporate and sales promo, Harris Corp.'s Government Aerospace Systems, IBM national distribution div.'s IBM Product Centers direct mktg, IBM's entry systems div. direct mktg, Marsh & McLennan, Pfizer Intl, SEI. It lost: Coloplast, Dynamic Control, Reston Publishing.

Billings breakdown: Newspapers 5%, business papers 30%, point of sale 10%, direct mail 15%, other 40%.

Employees: 150 in two offices. Top execs: William P. Muir, chairman-president; James Cornelius, Richard Moore, vice-chairmen. Phone: (212) 687-4055.

**Muller
Jordan
Weiss**
New York

(\$ figures = 000,000)

Worldwide	1984	1983	% chg
Gross income	6.7	5.8	15.3
Billings	43.6	38.5	13.2

U.S.	1984	1983	% chg
Gross income	6.5	5.6	15.6
Billings	41.9	36.9	13.5

U.S. volume breakdown	1984	1983	% chg
Media	28.1	25.4	10.6
Materials/services	6.5	5.6	16.0
Capitalized fees	7.4	6.0	23.2

Muller Jordan Weiss, New York, reported gross income of \$6,717,920, of which \$216,016 was non-U.S. contributions, in 1984 on billings of \$43,644,846. In 1983, it reported gross income of \$5,828,500, of which \$201,800 was non-U.S. contributions, on billings of \$38,542,700.

The agency's 1984 U.S. volume of \$41,940,606 consisted of \$28,113,280 in media, \$6,466,848 in materials and services and \$7,360,478 in capitalized fees. Its 1983 volume of \$36,940,700 consisted of \$25,369,000 in media, \$5,595,400 in materials and services and \$5,976,300 in capitalized fees.

Overseas, its volume of \$1,704,240 in 1984 and \$1,602,000 in 1983 was all in media.

In 1984 the agency gained: Cohoes Stores' Grain Bin, Italian Chamber of Commerce's Italian Shoe Center, New York Helicopter, Schrade Cutlery. It lost: None.

Billings breakdown: Newspapers 3%, magazines 18%, radio 12%, network tv 4%, spot tv 35%, outdoor 3%, business papers 14%, farm publications 11%. Employees: 106 in three offices. Top execs: John T. Jordan, chairman-ceo; Jane Maas, president; Frank B. Muller, exec vp-treasurer; Andrew M. Weiss, exec vp.

Phone: (212) 399-2700.

**Nadler
& Larimer**
New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	10.5	10.5	0.0
Billings	70.0	70.0	0.0

U.S. volume breakdown	1984	1983	% chg
Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Nadler & Larimer, New York, a Mickelberry Corp. agency, had estimated gross income of \$10,500,000 in 1984 on billings of \$70,000,000, the same as for 1983. No breakout was provided for capitalized volume.

Mickelberry also owns New York agencies Cunningham & Walsh and Laurence, Charles & Free, which are profiled in this issue.

In 1984 the agency gained: Argenti, Supima, TiCaro, Gray Lines, Pernod. It lost: ABC Radio Networks, Consolidated Cigar, Consolidated Cigar's Allied Products and Sutliff Tobacco, Berlitz Schools of Languages.

Billings breakdown: Newspapers 15%, magazines 20%, supplements 5%, radio 20%, network tv 10%, spot tv 25%, outdoor 5%. Employees: 105. Top execs: Ricardo Calvillo, president-ceo; Robert Larimer, vice-chairman-creative director; Irwin Goldberg, exec vp, co-creative director; David R. Altman, Howard Berg, Robert David, Gerald Karp, William Lyons, Eva Schmatz, Melvin D. Weiss, exec vps; Herbert Hugel, exec vp-finance & treasurer; Bruce Bromley,

Hal Kurnit, Jack Keane, senior vps; Manas Sternschein, senior vp-media; Robynne Reiber, senior vp-rsch director; Jack Keane.
Phone: (212) 245-7300.

**North
Castle
Partners**
Greenwich, Conn.

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.1	5.4	11.9
Billings	43.5	35.7	21.8

U.S. volume breakdown	1984	1983	% chg
Media	22.0	17.3	27.3
Materials/services	3.5	2.0	75.0
Capitalized fees	18.0	16.4	9.8

North Castle Partners, Greenwich, a subsidiary of Foote, Cone & Belding since February, 1984, re-

ported gross income of \$6,059,200 in 1984 on billings of \$43,509,000. In 1983, it reported gross income of \$5,410,000 on billings of \$35,708,000.

The agency's 1984 volume included \$22,000,000 in media, \$3,500,000 in materials and services, and \$18,009,000 in capitalized fees.

In 1983, volume consisted of \$17,280,000 in media, \$2,000,000 in materials and services, and \$16,428,000 in capitalized fees.

In 1984 the agency gained: Tetley Inc., Q Comp's retail computerized coupon counter. It lost: None.

Billings breakdown: Newspapers 5%, magazines 25%, supplements 2%, radio 1%, network tv 10%, spot tv 40%, outdoor 15%, transit advertising 2%.

Employees: 52. Top execs: William L. Ballard, chairman; Barrington Boardman, vice-chairman; Lynn Andrew Rotando, president;

Robert Lelle, creative director; Leonard Ferraguzzi, exec vp.
Phone: (203) 622-1122.

**Ohlmeyer
Advertising**
New York

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	13.6	12.8	7.1
Billings	91.0	85.0	7.1

U.S. volume breakdown	1984	1983	% chg
Media	91.3	85.0	7.1
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Ohlmeyer Advertising, New York, had estimated gross income of \$13,650,000 in 1984 on billings of \$91,000,000.

In 1983, it had estimated gross

income of \$12,750,000 on billings of \$85,000,000. Volume was all in media for both years.

In 1984 the agency gained: Stroh Brewery, Times Mirror magazines, Nabisco Brands corporate. It lost: None.

Billings breakdown: Newspapers 2%, magazines 10%, supplements 2%, radio 2%, network tv 63%, spot tv 16%, cable tv 5%. Employees: 51. Top execs: Don Ohlmeyer, chairman; Dean Heitler, president-ceo; Lee Pratt, exec vp-media programming; Wally Weiss, exec vp-creative director.

Phone: (212) 418-6900.

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II agencies: \$5,000,000 to \$15,000,000

Phillips-Ramsey Co. San Diego

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.6	5.0	12.4
Billings	37.2	33.1	12.4

U.S. volume breakdown

Media	13.2	9.5	37.9
Materials/services	2.5	2.4	5.7
Capitalized fees	21.5	21.2	1.6

Phillips-Ramsey Co., San Diego, reported net income of \$46,600 and gross income of \$5,581,200 in 1984 on billings of \$37,226,600. In 1983, it reported net income of \$62,000 and gross income of \$4,966,300 on billings of \$33,125,200.

The agency's 1984 volume consisted of \$13,163,700 in media, \$2,521,300 in materials and services and \$21,541,600 in capitalized fees. Its 1983 volume consisted of \$9,540,200 in media, \$2,385,100 in materials and services and \$21,199,900 in capitalized fees.

The agency financial data includes offices in San Diego, Los Angeles and Phoenix.

In 1984 the agency gained: American Medical Int'l's western div., Butterfield Development Corp., Club Med sales, Deloitte Haskin & Sells, Inter-Tel, Northrop Corp., R.B. McComie Inc., Tigor, Vicorp Specialty Restaurant. It lost: Carmel Mountain Ranch, CDC Software Only, Famous Pacific Fish Co., Grand Canyon National Park Lodges, Ocean Garden products, Pocar.

Billings breakdown: Newspapers 18%, magazines 26%, radio 20%, spot tv 33%, outdoor 3%. Employees: 115 in three offices. Top execs: Richard D. Brooks, president-ceo; R. Page Jones, chairman; Richard Badami, Robert Kwiat, exec vps-creative; Robert Lewis, exec vp; Winfield Holden, exec vp/Phoenix; Don Cady, senior vp/Los Angeles.

Phone: (619) 574-0808.

Richard & Edwards New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.0	9.2	-30.7
Billings	46.0	61.0	-24.5

U.S. volume breakdown

Media	N/A	N/A	N/A
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Richard & Edwards, New York, had estimated gross income of \$7,000,000 in 1984 on billings of \$46,000,000. In 1983, it reported gross income of \$9,150,000 on billings of \$61,000,000. The agency did not break out its volume.

In 1984 the agency gained: Riege Textile Corp., Playtime Electronics, Barbados Board of Tourism, Takara toys, M.W. Kasch. It lost: None. The decline in gross income and billings was due to clients' budget cutbacks.

Billings breakdown: Newspapers 2%, magazines 5%, radio 1%, network tv 18%, spot tv 74%. Employees: 26. Top execs: Richard Schwarzhild, president; Edward Mandell, exec vp; Shelly Hirsch, senior vp.

Phone: (212) 557-1600.

Employees per \$1 million in billings in the top 25 U.S. agencies have fallen from 2.9 in '79 to 1.9 in '84 vs. an over-all 3.0 to 1.8 slide.

Richards Group Dallas

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.8	6.0	30.2
Billings	53.2	46.0	15.6

U.S. volume breakdown

Media	5.9	8.5	-29.7
Materials/services	7.3	7.4	-1.7
Capitalized fees	40.0	30.2	32.5

Richards Group, Dallas, reported gross income of \$7,807,000 in 1984 on billings of \$53,212,000. In 1983, it reported gross income of \$5,996,000 on billings of \$46,045,000.

The agency's 1984 volume consisted of \$5,939,000 in media, \$7,273,000 in materials and services and \$40,000,000 in capitalized fees. Its 1983 volume consisted of \$8,455,000 in media, \$7,402,000 in materials and services and \$30,188,000 in capitalized fees.

In 1984 the agency gained: Muse Air, LDS Inc., Triland Intl, Dallas Corp., Omron Financial Systems. It lost: Denver Post, Texas Monthly.

Billings breakdown: Newspapers 20%, magazines 5%, radio 25%, spot tv 41%, outdoor 7%, direct mail 2%. Employees: 141 in three offices. Top execs: Stan Richards, Jim McGhee, Brad Todd, Martin Bybee, principals; Scot Dykema, cfo.

Phone: (214) 987-2700.

Richardson, Myers & Donofrio Baltimore

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.4	6.4	16.1
Billings	49.5	42.6	16.1

U.S. volume breakdown

Media	34.6	30.2	14.5
Materials/services	9.8	8.0	22.3
Capitalized fees	5.1	4.4	15.2

Richardson, Myers & Donofrio, Baltimore, reported gross income of \$7,420,264 in 1984 on billings of \$49,468,425. In 1983, it reported gross income of \$6,391,370 on billings of \$42,608,797.

The agency's 1984 volume consisted of \$34,590,705 in media, \$9,772,869 in materials and services and \$5,104,851 in capitalized fees. Its 1983 volume consisted of \$30,191,244 in media, \$7,987,410 in materials and services and \$4,430,143 in capitalized fees.

In 1984 the agency gained: State Aviation Adm., Six Flags Power Plant, Park Avenue Tobacco, Nairn Floor, MCTel Inc., Lukens Steel, Shakey's eastern div., F&M Bank, Argent Corp., Omni Intl Hotel, DuPont, CertainTeed. It lost: Columbia First Federal & I.

Assn., MTTR, Lutron Electronics. Billings breakdown: Newspapers 18%, magazines 40%, broadcast 42%. Employees: 92 in three offices. Top execs: Ruth Adams, Bill Nimtz, Dick Sands, senior vps; Sally Rogers, senior vp-mktg services director; Jim Frost, senior copywriter-group creative director; Bob Cooke, senior copywriter-associate creative director, creative director-direct response; Joe Herrick, senior art director; Tyson Janney, exec vp; Chris Hartman, exec vp, gm-pr; Paul Field, gm-D.C. office; Jamie Rice, George Corrigan, senior vp-co-mgrs, Philadelphia; Dick Parker, associate creative director; Lou Gunshol, group creative director; Pat McCaffrey, senior vp-finance & admn.

Phone: (301) 576-9000.

Rolf Werner Rosenthal New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.4	6.9	20.5
Billings	55.9	46.3	20.7

U.S. volume breakdown

Media	13.2	15.1	-12.6
Materials/services	7.2	5.4	33.8
Capitalized fees	35.5	25.9	37.4

Rolf Werner Rosenthal, New York, reported gross income of \$8,374,614 in 1984 on billings of \$51,920,000.

In 1983, it reported gross income of \$6,948,200 on billings of \$46,321,339.

The agency's 1984 volume consisted of \$13,150,000 in media, \$7,231,000 in materials and services and \$35,539,000 in capitalized fees. Its 1983 volume consisted of \$15,054,325 in media, \$5,401,588 in materials and services and \$25,865,426 in capitalized fees.

Included in the agency's figures are results from:

• World Health Communications
WHC in 1984 had gross income of \$1,131,300 and capitalized billings of \$7,545,800.

In 1984 Rosenthal gained: Alcon Laboratories, Plough Inc. It lost: E.R. Squibb & Sons, Squibb-Novo.

Billings breakdown: Magazines 72%, direct mail 15%, other 13%. Top execs: Rolf Werner Rosenthal, president; Charles W. Riegle, vp-chief operating officer; Ronald J. Souza, senior vp-client services director; Sylvio A. deRouin, senior vp-creative services director.

Phone: (212) 684-0909.

Profiles with a checked box (☑) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Sawdon & Bess Advertising New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.1	6.8	20.6
Billings	54.5	45.0	21.3

U.S. volume breakdown

Media	42.5	36.2	17.4
Materials/services	9.1	6.0	51.6
Capitalized fees	3.0	2.8	7.1

Sawdon & Bess Advertising, New York, a subsidiary of Ted Bates Worldwide, reported gross income of \$8,140,000 in 1984 on billings of \$54,600,000. In 1983, it reported gross income of \$6,750,000 on billings of \$45,000,000.

The agency's 1984 volume consisted of \$42,500,000 in media, \$9,100,000 in materials and services and \$3,000,000 in capitalized fees. Its 1983 volume consisted of \$36,200,000 in media, \$6,000,000 in materials and services and \$2,800,000 in capitalized fees.

In 1984 the agency gained: Black & White scotch, Southern California Cadillac Dealers Assn., Ehrich Bober & Co., Bolton's Athletic Shoe Factory stores, Shopsmith Inc., Woolworth variety stores. It lost: Pulsar Time Consolidation, Pontiac Dealers Assn. of New York.

Billings breakdown: Newspapers 3%, magazines 5%, supplements 5%, radio 13%, network tv 4%, spot tv 64%, cable tv 1%, business papers 5%. Employees: 80 in two offices. Top execs: Jerome Bess, chairman; Martin M. Mitchell, president.

Phone: (212) 751-6660.

Sieber & McIntyre Chicago

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	12.5	11.2	11.9
Billings	83.5	74.2	12.6

U.S. volume breakdown

Media	18.5	13.6	35.7
Materials/services	9.7	7.0	38.4
Capitalized fees	51.1	47.7	7.1

Sieber & McIntyre, Chicago, reported gross income of \$12,516,200, of which \$636,000 was non-U.S. contributions, in 1984 on billings of \$83,483,000. In 1983, it reported gross income of \$11,183,850, of which \$877,000 was non-U.S. contributions, on billings of \$74,150,000.

The agency's U.S. 1984 volume of \$79,241,000 consisted of \$18,462,300 in media, \$9,656,600 in materials and services and \$51,122,100 in capitalized fees. Its 1983 U.S. volume of \$68,295,700 consisted of \$13,603,320 in media, \$6,975,200 in materials and services and \$47,717,180 in capitalized fees.

Overseas, its 1984 dollar volume of \$4,242,000 consisted of \$748,250 in materials and services and \$3,493,750 in capitalized fees. Its 1983 foreign volume of \$5,854,300 consisted of \$985,200 in materials and services and \$4,869,100 in capitalized fees.

In 1984 the agency gained: Sero Laboratories, Mount Sinai Hospital, Bristol-Myers' Nuprin, Baxter-Travenol. It lost: MacNeal Memorial Hospital, American Critical Care, Smith Laboratories. Overseas, it gained: Dainabot K.K. (Japan).

Billings breakdown: Magazines 76%, direct mail 16%, other 8%. Employees: 162 in seven offices. Top execs: R. Joseph McIntyre, presi-

dent; Mary Ann McCarthy, Robert Buckman, Bruno Ruegg, A. Weinerman, senior vps; David McCarty, Fred Fitzsimmons, Steve Freeman, Patrick McTigue, Retzie Gleeson, T. Joseph McIntyre, T. Mahony, Kenneth March, Robert McCaffrey, Raymond Taylor, exec vps; A. Bonomo, corp. treasurer.

Phone: (312) 266-9200.

Slater Hanft Martin New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.4	4.7	15.6
Billings	36.1	31.2	15.6

U.S. volume breakdown

Media	28.7	25.9	11.0
Materials/services	4.5	3.0	48.9
Capitalized fees	2.8	2.3	23.3

Slater Hanft Martin, New York, reported gross income of \$5,414,000 in 1984 on billings of \$36,093,300. In 1983, it reported gross income of \$4,683,000 on billings of \$31,219,500.

The agency's 1984 volume consisted of \$28,710,700 in media, \$4,534,000 in materials and services and \$2,848,600 in capitalized fees. Its 1983 volume consisted of \$25,859,200 in media, \$3,049,500 in materials and services and \$2,310,800 in capitalized fees.

In 1984 the agency gained: Shop Vac's Wet/Dry vacuum cleaners and new products, New York State Alcohol Abuse's drunken driver campaign, Walsh-Greenwood Stock Market Information Systems, Fortunoff's Fine Jewelry & Silver corporate and its backyard outdoor furniture, Citibank Direct Access, Monarch Wine Co.'s Cusano wine, Grape Vine wine cooler, Mandingo orange liqueur, Manischewitz wine, Manischewitz wine cooler, Raffo beer, Tsing Tao beer. It lost: Nashville Network, Rainbow Programming.

Billings breakdown: Newspapers 13%, magazines 23%, radio 5%, network tv 38%, spot tv 15%, cable tv 3%, outdoor 1%, direct mail 2%. Employees: 55. Top execs: Gerald Martin, chairman; Adam Hanft, president-creative director; Donald Slater, exec vp-creative director; Gary Roberts, exec vp-chief operating officer; William J. Lahr III, senior vp-treasurer.

Phone: (212) 674-3100.

Smith/Greenland New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.1	6.0	0.7
Billings	40.0	40.0	0.1

U.S. volume breakdown

Media	29.9	31.1	-4.1
Materials/services	3.9	4.2	-7.1
Capitalized fees	6.3	4.7	34.3

Smith/Greenland, New York, reported gross income of \$6,050,000 in 1984 on billings of \$40,020,000. In 1983, it reported gross income of \$6,006,270 on billings of \$40,000,000.

The agency's 1984 volume included \$29,851,000 in media, \$3,900,000 in materials and services and \$6,269,000 in capitalized fees. Its 1983 volume consisted of \$31,131,000 in media, \$4,200,000 in materials and services and \$4,669,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• Markland Corp.
In 1984 the agency gained: Bio-tex Industries, Planned Parent-

Top 10 I and II agencies by network tv billings

(\$ in 000,000)

Rank	Agency	Network tv billings	U.S. billings	%*
1	Ogilvy & Mather	920.2	1,804.3	51.0
2	Young & Rubicam	885.8	2,155.1	41.1
3	Saatchi & Saatchi Compton	765.3	1,093.3	70.0
4	Ted Bates Worldwide	665.0	1,754.7	37.9
5	Leo Burnett Co.	555.1	1,132.9	49.0
6	J. Walter Thompson Co.	503.6	1,455.4	34.6
7	Foote, Cone & Belding Communications	496.6	1,324.4	37.5
8	Grey Advertising	496.6	1,034.6	48.0
9	EBDO International	474.3	1,581.0	30.0
10	Doyle Dane Bernbach	455.7	1,085.1	42.0

* Network tv billings as a % of an agency's U.S. capitalized billings
NOTE: This chart was compiled from information provided by 144 I and II agencies

hood, Parfums Givenchy, Ginestet wine, Marquisat wine. It lost: Ovaltine products, S.A. Schonbrunn Inc. Billings breakdown: Newspapers 15%, magazines 22%, radio 7%, spot tv 44%, transit advertising 1%, direct mail 8%, other 3%. Employees: 102. Top execs: Leo Greenland, chairman-ceo; Norman Goluskin, president; Murray Platte, exec vp; Oscar H. Haffner, senior vp-cfo; Murray Klein, senior vp-creative director; Beryl Seidenberg, senior vp-media director; Harry Wenthel, senior vp-account service.

Phone: (212) 757-3200.

Spiro & Associates

Philadelphia

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.3	5.8	7.8
Billings	51.3	45.5	12.7

U.S. volume breakdown

Media	16.0	14.1	13.1
Materials/services	5.2	4.8	8.4
Capitalized fees	30.1	26.6	13.2

Spiro & Associates, Philadelphia, reported gross income of \$6,301,000 in 1984 on billings of \$51,270,000. In 1983, it reported gross income of \$5,847,600 on billings of \$45,485,000.

The agency's 1984 volume consisted of \$15,960,000 in media, \$5,216,000 in materials and services and \$30,094,000 in capitalized fees. Its 1983 volume consisted of \$14,100,000 in media, \$4,810,000 in materials and services and \$26,575,000 in capitalized fees.

In 1984 the agency gained: Arthur Andersen & Co., Pinehurst Hotel & Convention Center, Reliance Insurance Group, Orange Productions, Hill Financial, Blue Cross of Greater Philadelphia, Decision Data Corp., CIGNA Corp., Greater Philadelphia First Corp., Schuylkill Self-Stor Co., Suburban General Hospital. It lost: Rabbit Software Co., McCloskey Varnish Co., Gourmade Foods, Main Hurdman.

Billings breakdown: Newspapers 21%, magazines 24%, supplements 1%, radio 17%, spot tv 25%, outdoor 2%, business papers 6%, direct mail 4%. Employees: 115. Top execs: Walter A. Spiro, chairman-ceo; Harry A. Egbert, vice-chairman; Norman R. Tislian, president; Nelson M. Fellman Jr., Gerald D. Oakes, exec vps; Cyndy Ciccone, Martin A. Kramer, Gordon G. Lawrence, H. Robert Lesnick, Bernice Slosburg, Herbert Smith, Robert L. Wolf, senior vps; Charles Bonfinder, senior vp-asst. to chairman.

Phone: (215) 923-5400.

Stone, & Adler

Chicago

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	11.1	9.2	20.2
Billings	82.2	61.6	33.5

U.S. volume breakdown

Media	0.9	0.0	N/A
Materials/services	10.6	5.3	98.5
Capitalized fees	61.3	50.5	21.3

Stone & Adler, Chicago, a subsidiary of Young & Rubicam, reported gross income of \$11,121,000, of which \$1,336,000 was in non-U.S. contributions, in 1984 on billings of \$82,211,000. In 1983, it reported gross income of \$9,230,000, of which \$800,000 was in non-U.S. contributions, on billings of

\$61,564,000.

The agency's 1984 U.S. volume of \$72,747,000 included \$862,000 in media, \$10,561,000 in materials and services, and \$61,324,000 in capitalized fees. In 1983, U.S. volume of \$55,863,000 consisted of \$5,318,000 in materials and services, and \$50,545,000 in capitalized fees.

Overseas volume of \$9,464,000 in 1984 included \$93,000 in media, \$1,100,000 in materials and services, and \$8,271,000 in capitalized fees. In 1983, overseas capitalized billings of \$5,701,000 included \$819,000 in materials and services, and \$4,882,000 in capitalized fees.

In 1984 the agency gained in the U.S.: Dart & Kraft's Tupperware, Nynex, 3M, Lanier, Holiday Clubs Intl. It lost: Stauffer Chemicals, Viewdata, Tran-Lux, Staff Builders. Overseas it gained: Bank of Montreal, Sun Life.

Billings breakdown: Newspapers 26%, magazines 11%, spot tv 20%, direct mail 41%. Employees: 176 in two U.S. offices worldwide; 148 in two U.S. offices. Top execs: Richard Colligan, chairman-ceo; William Booth, senior vp-gm, Chicago; Livingston Platt, senior vp-network creative director; Gary Vest, senior vp-production director; Keith Mulcrone, vp-gm, New York; Harris Brandt, vp-creative director, New York; Carol Hawkins, vp-acct. director, New York; Ken Mach, vp-finance & admn.

Phone: (312) 346-6100.

Telephone Marketing Programs

New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	12.3	11.0	23.0
Billings	80.0	67.5	23.0

U.S. volume breakdown

Media	80.0	65.0	23.0
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Telephone Marketing Programs, New York, reported gross income of \$12,300,000, of which \$300,000 was non-U.S. contributions, in 1984 on billings of \$83,000,000. In 1983, it reported gross income of \$10,000,000, of which \$250,000 was non-U.S. contributions, on billings of \$67,500,000.

The agency's 1984 U.S. volume of \$80,000,000 and 1983 volume of \$65,000,000 was all in media.

Overseas, its dollar volume was \$3,000,000 in 1984 and \$2,500,000 in 1983, all in media. In 1984 the agency gained: Mobil Oil, Ziebart Rust Proofing, Red Lobster, Control Data Engineering Services, United Parcel Services, Avon Products, Merry Maids, Continental Insurance, Federal Express Zap Mail, Multicom, Cort Furniture Rentals. It lost: Certified Leasing, Honeywell Office Automation, Geosource, Victor Temporary Services, Mitel, Barclays American Financial. Overseas, it gained: Federal Express Intl. It lost: None.

Billings breakdown: Yellow Pages 100%. Employees: 551 in 13 offices. Top execs: Andrew J. McKelvey, president; Lance S. Johnson, senior vp-sales; Paul Camara, senior vp-operations; Robert Lamb, vp-mktg; Thomas G. Collison, vp-finance; Frank Troise, vp-operations.

Phone: (212) 977-4200.

Berkshire Hathaway, an insurance company owned 47% by Warren Buffet and pending owner of ABC Inc., is the biggest shareholder of Interpublic and has a big piece in Ogilvy & Mather.

Towne, Silverstein, Rotter

New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.7	6.6	15.9
Billings	51.0	44.0	15.9

U.S. volume breakdown

Media	51.0	44.0	15.9
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Towne, Silverstein, Rotter, New York, reported gross income of \$7,650,000 in 1984 on billings of \$51,000,000. In 1983, it reported gross income of \$6,600,000 on billings of \$44,000,000. Billings for both years were all in media.

In 1984 the agency gained: Trader Horn, R.W. Peters Rickel & Co., Emerson Radio Corp. It lost: None. Billings breakdown: Newspapers 15%, magazines 5%, radio 10%, network tv 20%, spot tv 40%, outdoor 3%, point of sale 5%. Employees: 56. Top execs: Les Towne, ceo; D.W. Silverstein, president; Steve Rotter, exec director; Michael O'Connell, Binnie J. Levin, Mike Mulieri, senior vps.

Phone: (212) 557-5570.

Tucker Wayne & Co.

Atlanta

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.6	6.9	24.7
Billings	59.1	46.3	27.6

U.S. volume breakdown

Media	46.5	36.6	26.5
Materials/services	5.6	5.1	8.8
Capitalized fees	7.1	4.5	55.5

Tucker Wayne & Co., Atlanta, reported gross income of \$8,635,629 in 1984 on billings of \$59,148,853. In 1983, it reported gross income of \$6,923,000 on billings of \$46,254,000.

The agency's 1984 volume consisted of \$46,488,159 in media, \$5,605,035 in materials and services and \$7,055,659 in capitalized fees. Its 1983 volume consisted of \$38,579,000 in media, \$5,148,450 in materials and services and \$4,526,550 in capitalized fees.

In 1984 the agency gained: NAPA Brakes, Jack's Cookies. It lost: Hot Shot Insecticides, GoS Inc., Century Furniture, Monticello Drugs, Dr. Tichenor's.

Billings breakdown: Newspapers 12%, magazines 10%, radio 14%, network tv 4%, spot tv 50%, outdoor 2%, business papers 8%. Employees: 103. Top execs: Matthew Connor, chairman-treasurer; C. Knox Massey Jr., president; Sidney L. Smith, exec vp-secretary.

Phone: (404) 521-7600.

Valentine-Radford

Kansas City, Mo.

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	7.0	5.6	24.3
Billings	50.7	40.1	26.3

U.S. volume breakdown

Media	54.7	21.6	14.4
Materials/services	8.8	5.7	52.3
Capitalized fees	17.3	12.8	34.8

Valentine-Radford, Kansas City, Mo., reported gross income of \$6,954,754 in 1984 on billings of \$50,657,060. In 1983, it reported gross income of \$5,594,642 on billings of \$40,107,808.

The agency's 1984 volume con-

sisted of \$24,692,804 in media, \$8,649,950 in materials and services and \$17,314,306 in capitalized fees. Its 1983 volume consisted of \$21,582,918 in media, \$5,675,875 in materials and services and \$12,849,015 in capitalized fees.

In 1984 the agency gained: Tower Properties, Entre Computers, Fred Pryor Seminars, Research Medical Center. It lost: CertainTeed Corp., Pizza Hut's East Central region.

Billings breakdown: Newspapers 10%, magazines 7%, radio 12%, network tv 6%, spot tv 23%, outdoor 10%, business papers 3%, farm publications 25%, point of sale 1%, direct mail 3%. Employees: 113. Top execs: G.W. Hawley, chairman; R.A. Brooks, president; R.L. Lang, R.L. Langford, C.L. Curtis, senior vps.

Phone: (816) 842-5021.

Venet Advertising

New York

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	8.1	6.7	21.5
Billings	54.2	44.6	21.5

U.S. volume breakdown

Media	30.2	25.0	20.6
Materials/services	10.1	7.8	67.3
Capitalized fees	13.9	11.7	18.3

Venet Advertising, New York, reported gross income of \$8,124,300 in 1984 on billings of \$54,162,000. In 1983, it reported gross income of \$6,684,800 on billings of \$44,565,000.

The agency's 1984 volume consisted of \$30,168,200 in media, \$10,128,300 in materials and services and \$13,865,500 in capitalized fees. Its 1983 volume consisted of \$25,001,000 in media, \$7,843,400 in materials and services and \$11,720,600 in capitalized fees.

The agency report includes financial figures from subsidiary: Venet Advertising/New Jersey.

In 1984 the agency gained: Drake's Bakeries, TV Log, Fairchild Publications, Jobson Publications, Gordon Publications, MRI, Coco Lopez, WNET-TV (Newark). It lost: Paul's Peanuts, Victor's Cookies, Finlandia (Atlanta), Telephone Intl, Morgan Grampian, R.W. Peters/Rickel, Rockford Furniture.

Billings breakdown: Newspapers 22%, magazines 3%, supplements 6%, radio 18%, network tv 4%, spot tv 41%, cable tv 2%, outdoor 2%, farm publications 1%, transit advertising 1%. Employees: 150 in four offices. Top execs: Zal Venet, chairman-president; George Coscia, president-New Jersey; Murray Skurnik, exec vp-New York; John Fortune, Jack Maged, senior vps-New York; Saul Margulies, treasurer; Dorothy Stofik, secretary.

Phone: (212) 489-6700.

Vicom Associates

San Francisco

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	5.4	4.3	24.0
Billings	50.2	41.8	20.1

U.S. volume breakdown

Media	7.5	7.7	-3.0
Materials/services	6.9	5.2	33.5
Capitalized fees	35.8	28.9	24.0

Vicom Associates, San Francisco, a medical subsidiary of Foote, Cone & Belding, reported gross income of \$5,370,944 in 1984 on billings of \$50,248,375. In 1983, it reported gross income of \$4,311,005

on billings of \$41,809,105.

The agency's 1984 volume consisted of \$7,506,168 in media, \$6,918,011 in materials and services, and \$35,824,196 in capitalized fees. In 1983, volume consisted of \$7,739,114 in media, \$5,182,183 in materials and services, and \$28,887,803 in capitalized fees.

In 1984 the agency gained: Diatex, Neurometrics, Cetus Corp., Collegen Corp. It lost: None.

Billings breakdown: Magazines 50%, direct mail 14%, other 36%. Employees: 56 in two offices. Top execs: R.W. Buechert, president; R.A. Bowes, exec vp; T.C. Spooner, senior vp.

Phone: (415) 391-8700.

Waring & LaRosa

New York

(\$ figures - 000,000)

Worldwide	1984	1983	% chg
Gross income	12.3	12.0	2.5
Billings	82.0	80.0	2.5

U.S. volume breakdown

Media	63.0	62.1	1.4
Materials/services	8.3	8.2	1.2
Capitalized fees	7.5	6.7	11.9

Waring & LaRosa, New York, a subsidiary of BBDO International, reported gross income of \$12,300,000, of which \$480,000 was in non-U.S. contributions, in 1984 on billings of \$82,000,000. In 1983, it reported gross income of \$12,000,000, of which \$450,000 was in non-U.S. contributions, on billings of \$80,000,000.

The agency's 1984 U.S. volume of \$78,800,000 consisted of \$63,000,000 in media, \$8,300,000 in materials and services and \$7,500,000 in capitalized fees. Its 1983 U.S. volume of \$77,000,000 consisted of \$62,100,000 in media, \$8,200,000 in materials and services and \$6,700,000 in capitalized fees.

Overseas, its dollar volume was \$3,200,000 in 1984 and \$3,000,000 in 1983.

In 1984 the agency gained: Aziza Polishing Pen, Cutex Perfect Color lipstick, Fisher-Price camera & children's clothing, Prince tennis wear & footwear. It lost: SCM Corp.

Billings breakdown: Newspapers 3%, magazines 31%, radio 8%, network tv 50%, spot tv 6%, cable tv 1%, outdoor 1%. Employees: 135. Top execs: Joe LaRosa, chairman & creative director; Saul Waring, president; Mort Grossman, exec vp-finance & admn.; John McCrosky, exec vp-mktg & acct services; Marty Narva, senior vp-media director; Larry Weisberg, senior vp-mgmt super; Francesca Blumenthal, Michael Kahn, Vince Salmieri, senior vps-associate creative directors; Gerry Viola, senior vp-creative services.

Phone: (212) 755-0700.

Weightman Inc.

Philadelphia

(\$ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	6.2	5.3	17.2
Billings	41.3	35.2	17.2

U.S. volume breakdown

Media	41.3	35.2	17.2
Materials/services	N/A	N/A	N/A
Capitalized fees	N/A	N/A	N/A

Weightman Inc., Philadelphia, reported gross income of \$6,188,000 in 1984 on billings of \$41,255,000. In 1983, it reported gross income of \$5,280,000 on billings of

III agencies: \$1 million to \$5 million (East)

Ackerman Advertising Communications, Greenvale, N.Y., reported gross income of \$1,625,000 in 1984 on billings of \$10,856,478. In 1983, it reported gross income of \$1,010,000 on billings of \$7,257,550. In 1984, volume consisted of \$5,453,200 in media, \$845,000 in materials and services and \$4,558,278 in capitalized fees. In 1983, volume consisted of \$4,950,000 in media, \$540,000 in materials and services and \$1,767,550 in capitalized fees.

Accounts gained: Roslyn Savings Bank, Travelhost Agencies. Lost: None. Billings breakdown: Newspapers 20%, magazines 5%, supplements 10%, radio 20%, spot tv 25%, cable tv 3%, business papers 5%, point of sale 2%, direct mail 10%. Employees: 28. Top execs: Skip Ackerman, president; Ruth Haltman, senior vp.

Phone: (516) 484-5150. ☑

Adams, Rickard & Mason, Glastonbury, Conn., reported gross income of \$1,279,731 in 1984 on billings of \$8,532,000. In 1983, it reported gross income of \$1,135,700 on billings of \$7,571,700. In 1984, volume consisted of \$1,712,123 in media, \$905,877 in materials and services and \$5,914,000 in capitalized fees. In 1983, volume consisted of \$1,810,925 in media, \$1,219,588 in materials and services and \$4,541,187 in capitalized fees.

Accounts gained: JMG Associates Ltd., Lydall Composite Materials div, Computech Corp. Lost: American Chemical & Engineering, Connecticut Valley Arms. Billings breakdown: Newspapers 12%, magazines 38%, radio 2%, outdoor 1%, business papers 34%, direct mail 4%, other 9%. Employees: 29. Top execs: Frederick C. Adams, chairman, ceo; Albert D. Mason, president; Jonathan S. Rickard, vp-creative.

Phone: (203) 659-1311.

Adler, Schwartz, Englewood Cliffs, N.J., reported gross income of \$1,074,069 in 1984 on billings of \$7,163,508. In 1983, it reported gross income of \$1,008,400 on billings of \$6,535,616. In 1984, volume consisted of \$393,587 in media, \$671,540 in materials and services and \$6,098,381 in capitalized fees. In 1983, volume consisted of \$326,400 in media, \$508,700 in materials and services and \$5,700,516 in capitalized fees.

II agencies: \$5,000,000 to \$15,000,000

\$35,200,000. Volume was all in media for each year.

In 1984 the agency gained: CertainTeed Corp., Shelter Materials Group. It lost: KeyServ Group.

Billings breakdown: Newspapers 10%, magazines 10%, radio 4%, network tv 36%, spot tv 34%, business papers 5%, other 1%. Employees: 116. Top execs: Charles Coffey, chairman-ceo; Dave Jordan, vice-chairman-cfo; John Goodchild, president-chief operating officer.

Phone: (215) 561-6100.

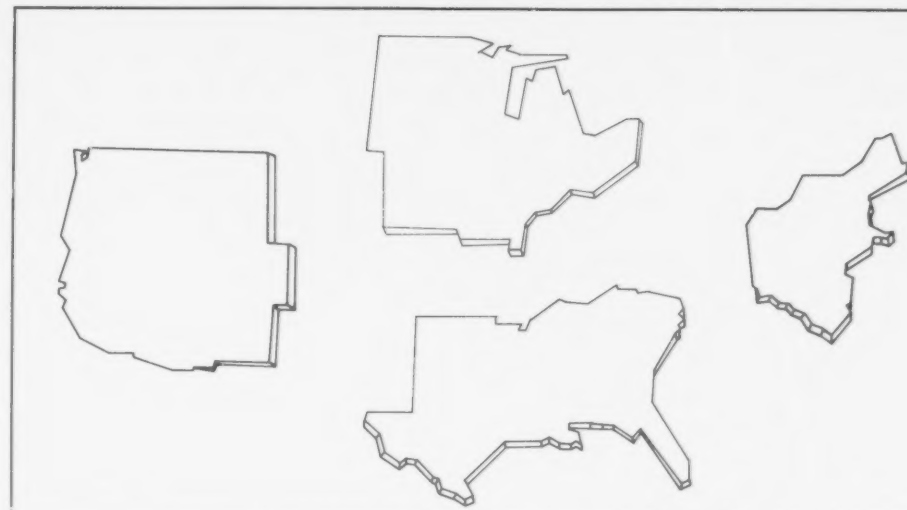
Wyse Advertising Cleveland

(\$ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Gross income	11.1	9.4	18.1
Billings	84.8	68.6	23.7

U.S. volume breakdown	1984	1983	% chg
Media	46.6	38.2	21.9
Materials/services	11.5	9.6	20.2
Capitalized fees	26.7	20.7	28.6

☑



Regional guide to III & IV agencies

III Region	Page	IV Region	Page
East	74	East	97
Midwest	84	Midwest	102
South	92	South	106
West	95	West	109

Accounts gained: Essex Specialty Products. Lost: Engineering Information, New York Cellular Radio. Billings breakdown: Newspapers 10%, business papers 40%, sales promotion 50%. Employees: 20. Top execs: Richard Schwartz, president; Peter Adler, exec vp; Stephen Dick, Judith Donovan, George Lynn, Jan Kraner, vps; Laura Eisenman, vp-media & production.

Phone: (201) 461-8450.

Alden Group, New York, reported gross income of \$2,200,000 in 1984 on billings of \$13,500,000. In 1983, it reported gross income of \$1,700,000 on billings of \$11,000,000. No volume breakdown was provided for either year. The report includes results from J.S. Alden Public Relations.

Accounts gained: Juki Office Machines, E.F. Ross. Lost: None. No billings breakdown was provided. Employees: 26. Top execs: Jack H. Casper, chairman; Seymour Ripka, president.

Phone: (212) 867-6400.

Baron & Zaretsky, New York,

reported gross income of \$1,695,000 in 1984 on billings of \$11,300,000. In 1983, it reported gross income of \$1,230,000 on billings of \$8,200,000. Volume was all in media for each year.

Accounts gained: Lucille Roberts, Pavon Cosmetics, Stuffed Shirt. Lost: Berkley Publishing. Billings breakdown: Newspapers 40%, magazines 35%, radio 5%, network tv 5%, spot tv 15%. Employees: 19. Top execs: Kenneth D. Baron, president; Burton Zaretsky, vp.

Phone: (212) 677-1747.

Beaumont, Heller & Sterling, Reading, Pa., reported gross income of \$1,349,612 in 1984 on billings of \$10,621,097. In 1983, it reported gross income of \$1,260,212 on billings of \$9,761,015. In 1984, volume consisted of \$1,514,905 in media, \$1,425,834 in materials and services and \$7,680,358 in capitalized fees. In 1983, volume consisted of \$1,589,249 in media, \$1,244,515 in materials and services and \$6,927,251 in capitalized fees.

Accounts gained: AcrySyl Intl Corp., CompAir Kellogg, Kellogg-American, Cressona Aluminum Co. Lost: None. Billings breakdown: Newspapers 0.2%, radio 0.2%, business papers 13.4%, direct mail 22.7%, Yellow Pages 1.1%, public relations 15%, collateral materials 7.7%, marketing, creative & client services 39.6%. Employees: 45. Top execs: Robert D. Beaumont, president; Donald T. Beaumont Jr., senior exec vp-secretary/treasurer; James Buchanan, senior vp-media/mktg services director; James D. Flannery, vp-exec art director; William E. Kemper Jr., vp; Allan D. Keough, vp-creative director; James E. Ludwig Jr., Leland E. Rice, vps; John R. Sergeant Jr., vp-direct mail/print production mgr.

Phone: (215) 375-4311. ☑

Berenson, Isham & Partners, Boston, reported net income of \$159,898 and gross income of \$1,254,781 in 1984 on billings of \$7,011,537.

In 1983, it reported net income of \$43,644 and gross income of \$1,251,471 on billings of \$6,104,739. In 1984, volume consisted of \$2,033,018 in media, \$782,028 in materials and services and \$4,196,491 in capitalized fees. In 1983, volume consisted of \$3,750,693 in media, \$729,495 in materials and services and \$1,624,551 in capitalized fees.

Accounts gained: Biarritz Imported Shoes, Crown Services Systems, Massachusetts Businessman's Assn, Mutual Advisory Corp., New England Rare Coin, Profesco Corp., Windsor Mktg Group. Lost: Heathdelle Associates; Celltech International. Billings breakdown: Newspapers 25%, magazines 10%, radio 7.5%, spot tv 7.5%, cable tv 2.5%, outdoor 2.5%, business papers 5.5%, transit advertising 2.5%, point of sale 2.5%, direct mail 35%. Employees: 16. Top execs: Paul Berenson, president/ceo; Carolyn Isham, exec vp; Louis Flanders, senior vp.

Phone: (617) 423-1120. ☑

Bergelt Advertising, New York, reported gross income of \$1,474,000 in 1984 on billings of \$9,868,000. In 1983, it reported gross income of \$1,382,000 on billings of \$9,200,000. In 1984, volume consisted of \$4,200,000 in media, \$3,200,000 in materials and services and \$2,468,000 in capitalized fees. In 1983, volume consisted of \$4,100,000 in media, \$2,900,000 in materials and services and \$2,200,000 in capitalized fees.

Figures include those of Bergelt's U.S. subsidiary: •Bergelt Public Relations

Accounts gained: Futures Discount Group, Luitpold Pharmaceuticals, Arcadian Corp. Lost: ContiCommodity Services, Ford Intl Tractor/pr. Billings breakdown: Newspapers 15%, magazines 13%, radio 6%, business papers 10%, farm publications 25%, point of sale 1%, direct mail 10%, other 20%. Employees: 22. Top execs: Edward C. Bergelt, president-ceo; John M.

Fraioli, exec vp-art; William I. Zeitung, senior vp-creative director. Phone: (212) 725-5588. ☑

Berk & Co., Boston, had estimated gross income of \$3,300,000 in 1984 on billings of \$22,000,000. No figures were provided for 1983. No volume breakout was provided for either year.

Accounts gained: Graham Gund Architectural Design, Speedy Muffler King. Lost: None. Billings breakdown: Newspapers 6%, radio 33%, spot tv 59%, other 2%. Employees: 50 in three offices. Top execs: Kenneth A. Berk, president; Donald M. Shanbar, exec vp; Sheila Shively, vp-acct services; Daniel J. Harper, controller. Phone: (617) 247-2800.

Biederman & Co., New York, reported gross income of \$2,243,035 in the eight months of operations in 1984 since it spun off from Needham Harper Worldwide, on billings of \$16,287,505. Volume over the same period consisted of \$7,584,185 in media, \$1,280,077 in materials and services and \$7,423,243 in capitalized fees.

Accounts gained: ITT corporate, ITT Intl Telecommunications, Israel Ministry of Tourism, Canadian Imperial Bank Group, Deloitte, Haskins & Sells, Solarex Corp. Lost: None. Billings breakdown: Newspapers 3%, magazines 51%, supplements 2%, radio 2%, network tv 34%, spot tv 2%, cable tv 3%, business papers 3%. Employees: 61. Top execs: Barry Biederman, president-ceo; Howard Benson, creative director; John Kelly, coo; John Mason, senior vp. Phone: (212) 929-7200.

Blair/BBDO, Rochester, N.Y., a subsidiary of BBDO International, reported gross income of \$2,850,795 in 1984 on billings of \$19,005,300. In 1983, it reported gross income of \$649,059 on billings of \$4,327,060. In 1984, volume consisted of \$5,880,259 in media, \$3,762,936 in materials and services and \$9,362,105 in capitalized fees. In 1983, volume consisted of \$2,596,236 in media, \$1,224,558 in materials and services and \$506,266 in capitalized fees.

Accounts gained: Computer Consoles, Xerox Multiple Channels Group, Gannett Rochester Newspapers, Bausch & Lomb, Ray-Ban. Lost: Software Distribution Services. Billings breakdown: Newspapers 12%, magazines 22%, radio 25%, spot tv 30%, cable tv 3%, outdoor 1%, business papers 5%, farm publications 1%, direct mail 1%. Employees: 48 in two offices. Top execs: John F. Kraushaar, president; H. Mat Adams, senior vp. Phone: (716) 476-0440. ☑

Bloom & Gelb, New York, reported gross income of \$1,375,000 in 1984 on billings of \$9,171,250. In 1983, it reported gross income of

Top 10 I and II agencies by radio billings

(\$ in 000,000)

Rank	Agency	Radio billings	U.S. billings	%*
1	BBDO International	142.3	1,581.0	9.0
2	Foot, Cone & Belding Communications	112.6	1,324.4	8.5
3	Young & Rubicam	99.1	2,155.1	4.6
4	Bozell & Jacobs	92.4	660.0	14.0
5	Ted Bates Worldwide	80.7	1,754.7	4.6
6	D'Arcy MacManus Masius	78.4	712.9	11.0
7	J. Walter Thompson Co.	62.6	1,455.4	4.3
8	Ogilvy & Mather	54.1	1,804.3	3.0
9	NW Ayer	52.9	652.5	8.1
10	Tracy-Locke	48.0	239.8	20.0

* Radio billings as a % of an agency's U.S. capitalized billings. NOTE: This chart was compiled from information provided by 144 I and II agencies.

\$1,204,968 on billings of \$8,037,137. No volume breakdown was provided for either year.

Accounts gained: Midlantic National Bank, Aetna Life & Casualty, Ivy Growth Fund, Bill Communications. Lost: Bachrach's, *Today's Christian Woman*. Billings breakdown: Newspapers 15%, magazines 25%, radio 5%, spot tv 10%, direct mail 45%. Employees: 16. Top execs: Carl P. Bloom, president; Pete Gelb, exec vp.

Phone: (212) 906-3880.

Lawrence Butner Advertising, New York, a direct marketing agency, reported net income of \$195,000 and gross income of \$2,279,875 in 1984 on billings of \$15,200,000. In 1983, it reported net income of \$152,500 and gross income of \$1,653,750 on billings of \$11,025,000. In 1984, volume consisted of \$12,782,500 in media, \$750,000 in materials and services and \$1,667,500 in capitalized fees. In 1983, volume consisted of \$9,833,000 in media, \$525,000 in materials and services and \$667,000 in capitalized fees.

Accounts gained: Transamerica Occidental, *Asian Wall Street Journal Weekly*. Lost: U.S. Capital Corp. Billings breakdown: Newspapers 5%, magazines 1%, radio 19%, network tv 20%, spot tv 20%, cable tv 30%, business papers 1%, transit advertising 1%, point of sale 1%, direct mail 2%. Employees: 30. Top execs: Lawrence Butner, president; Eleanor Butner, exec vp; Nevil Cross, Joseph Larsen, Pam Weinberg, vps.

Phone: (212) 682-3200. ☐

Ted Chin & Co., New York, reported gross income of \$1,975,000 in 1984 on billings of \$13,140,000. In 1983, it reported gross income of \$1,950,000 on billings of \$12,710,000. In 1984, volume consisted of \$5,627,000 in media, \$910,000 in materials and services and \$6,603,000 in capitalized fees. In 1983, volume consisted of \$5,592,000 in media, \$815,000 in materials and services and \$6,303,000 in capitalized fees.

Accounts gained: Nabisco Royal "No Bake" Chocolate Mousse Pie Mix, Shaklee Corp. Lost: Citizen Watch. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, network tv 14%, spot tv 35%, cable tv 2%, business papers 10%, transit advertising 3%, other 1%. Employees: 24. Top exec: Ted Chin, president.

Phone: (212) 421-0707.

George P. Clarke Advertising, New York, reported gross income of \$1,072,368 in 1984 on billings of \$7,152,695. In 1983, it reported gross income of \$986,011 on billings of \$6,571,405. In 1984, volume consisted of \$2,915,438 in media, \$340,630 in materials and services and \$3,896,627 in capitalized fees. In 1983, volume consisted of \$2,864,294 in media, \$333,125 in materials and services and \$3,373,986 in capitalized fees.

Accounts gained: Novo Communications, Manpower Education Institute, Financial Clearing & Services Corp., Money Brokers Associates. Lost: William T. Thompson, Fasolino Foods Co. Billings breakdown: Newspapers 25%, magazines 15%, radio 10%, spot tv 10%, business papers 10%, point of sale 5%, direct mail 5%, other 20%. Employees: 16. Top exec: George P. Clarke, president.

Phone: (212) 490-2212. ☐

ClarkeGowardFitts, Boston, reported net income of \$120,000 and gross income of \$2,500,000 in 1984 on billings of \$17,221,400. In 1983, it reported net income of \$175,000 and gross income of \$2,300,000 on billings of \$15,304,000. In 1984, volume consisted of \$6,500,000 in media, \$1,250,000 in materials and services

and \$9,471,400 in capitalized fees. In 1983, volume consisted of \$6,000,000 in media, \$1,300,000 in materials and services and \$8,004,000 in capitalized fees.

Accounts gained: General Computer, Bolt Berenek Newman, Addison Wesley, Ann & Hope. Lost: Health Stop, Deck House, Medi-Tech, Houghton Mifflin. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, spot tv 20%, outdoor 3%, business papers 15%, transit advertising 2%, point of sale 3%, direct mail 2%, other 10%. Employees: 40. Top execs: Terence M. Clarke, president-chairman; Jon Goward, Jim Fitts, exec vps-creative; Peter Morrissey, president-Clark & Co., Jim Hollister, vpmktg/acct super; Phyllis Maynard, vp-media.

Phone: (617) 536-7611. ☐

Cline, Davis & Mann, New York, which was founded in Jan-

uary, 1984, reported gross income of \$1,125,000 on billings of \$7,842,560. Volume consisted of \$2,380,000 in media, \$340,000 in materials and services and \$5,122,560 in capitalized fees.

Accounts gained: Biosearch Medical Products. Lost: None. Billings breakdown: Magazines 75%, direct mail 5%, other 20%. Employees: 13. Top execs: Morgan E. Cline, president-ceo; Clyde P. Davis; Fredric I. Mann, exec vpre-creative director; John R. Slonaker; Jed A. Beitler, vps-acct supers.

Phone: (212) 308-4242. ☐

Communigraphics Inc., Woodbury, N.Y., reported gross income of \$1,967,687 in 1984 on billings of \$5,915,095. In 1983, it reported gross income of \$1,729,069 on billings of \$5,235,766. In 1984, volume consisted of \$913,262 in media, \$358,233 in materials and services

and \$4,643,600 in capitalized fees. In 1983, volume consisted of \$867,068 in media, \$243,536 in materials and services and \$4,125,162 in capitalized fees.

Accounts gained: None. Lost: Charmilles Technologies Corp. Billings breakdown: Newspapers 3%, business papers 74%, other 18%. Employees: 17 in two offices.

Phone: (516) 364-2333. ☐

Contemporary Marketing, Bala Cynwyd, Pa., reported gross income of \$1,400,000 in 1984 on billings of \$9,300,000. In 1983, it reported gross income of \$1,200,000 on billings of \$8,000,000.

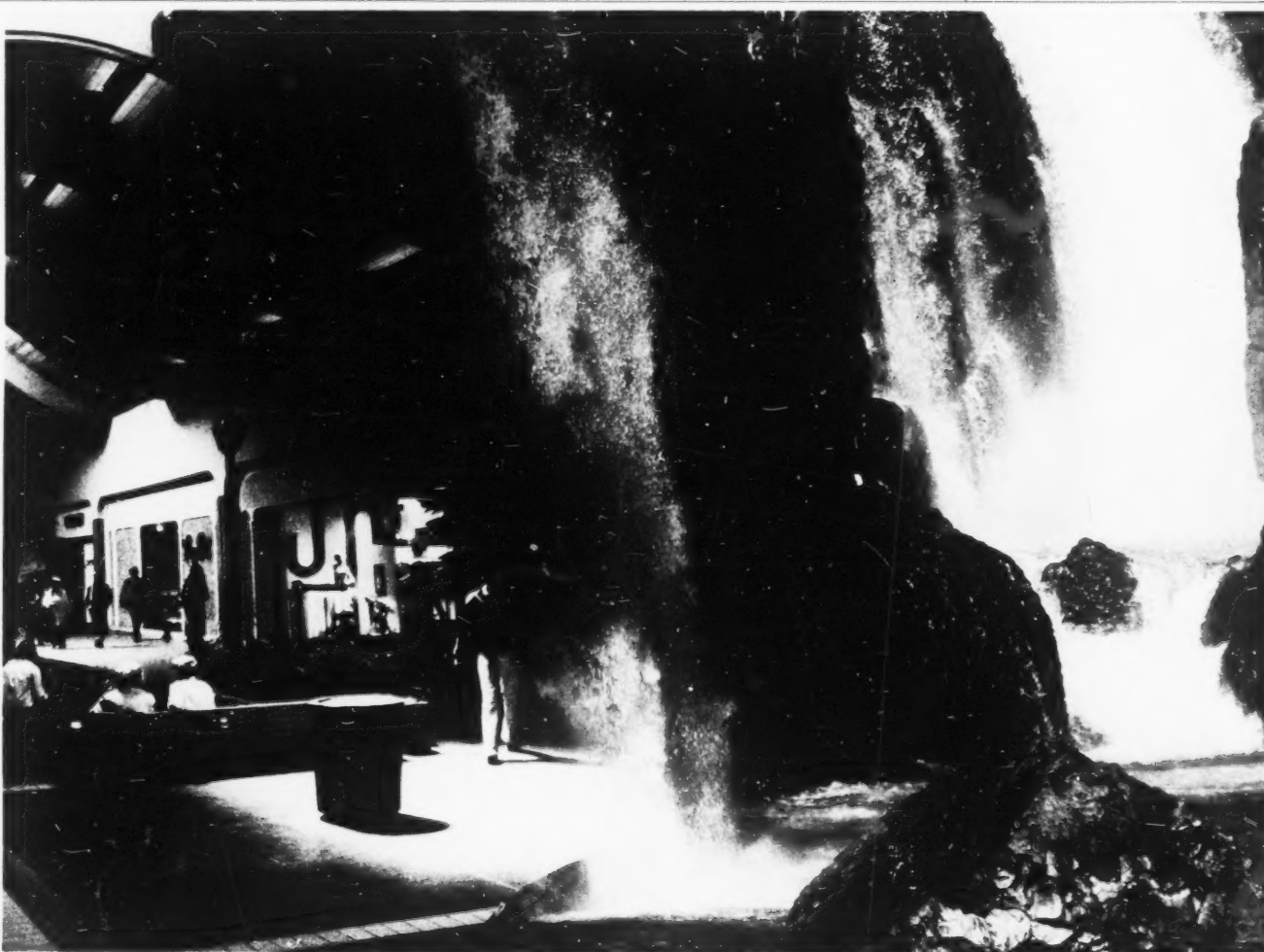
Accounts gained: All Control Systems, Intl Cogeneration Corp., Red Devil, Intl Mobile Machines—TACT Technology. Lost: Mellon Bank. Billings breakdown: Newspapers 20%, magazines 29%, radio 10%, spot tv 15%, outdoor 1%, business papers 10%, direct mail 5%,

other 10%. Employees: 27. Top execs: T.H. Tromsdorf, president; A.M. Barolin; R.E. Layton, vps; R.T. Moroz, vp-pr; R. Pavloff, vpre-creative services.

Phone: (215) 667-3683.

Cooper Leder, Lake Success, N.Y., reported gross income of \$3,478,000 in 1984 on billings of \$8,408,065. In 1983, it reported gross income of \$2,665,000 on billings of \$6,442,637. In 1984, volume consisted of \$2,260,700 in media, \$347,800 in materials and services and \$5,799,565 in capitalized fees. In 1983, volume consisted of

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 - The Record covers Bergen and Passaic counties, representing retail sales of almost \$8.5 billion.
 - Malls in New Jersey have the highest gross income per square foot of any malls in the country.
- And The Record's circulation covers eight huge malls averaging almost 900,000 square/feet each.

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National Representative: Sawyer-Ferguson-Walker Company
Sources: S&MM, Survey of Buying Power, 1984 New Jersey: Unexpected Pleasures, 1980
The Scarborough National Newspaper Audience Rating Study, 1983
150 River Street Hackensack, NJ 07602 © 1985, The Bergen Record Corp.



East: III agencies \$1,000,000-\$5,000,000



\$1,732,250 in media, \$266,500 in materials and services and \$4,443,887 in capitalized fees.

Accounts gained: Propper Mfg., KB Electronics, Sultan Chemists. Lost: Bamberger Polymers. Billings breakdown: Newspapers 10%, magazines 63%, radio 10%, spot tv 2%, other 15%. Employees: 12. Top execs: Ronald E. Leder, president; Marvin Lebowitz, vp-secretary/treasurer; Daniel Carazo, vp-senior art director.

Phone: (516) 488-4800.

Cosmopolos, Crowley & Daly, Boston, reported gross income of \$2,557,000 in 1984 on billings of \$16,392,000. In 1983, it reported gross income of \$1,500,000 on billings of \$10,000,000. In 1984, volume consisted of \$6,036,000 in media, \$1,552,000 in materials and services and \$8,804,000 in capitalized fees. No volume breakdown was provided for 1983.

Accounts gained: Advanced Brands, Allendale Mutual Insurance, Alloy Computer Products, Data Resources, Funk Software, Harrison Convention Services, Joyce Chen gourmet products, Massachusetts Convention Center Authority, Spaulding & Slye, Cambridge Tire & Car Care Centers, Massachusetts Mutual Life Insurance's Group Life & Health div. Lost: Integral Data Systems, Jobline. Billings breakdown: Newspapers 15%, magazines 20%, supplements 5%, radio 20%, spot tv 8%, cable tv 2%, outdoor 5%, business papers 10%, transit advertising 5%, point of sale 5%, direct mail 5%. Employees: 44. Top execs: Stavros Cosmopolos, chairman-creative director; Robert J. Crowley, exec vp-treasurer; Harold E. Daly Jr., president.

Phone: (617) 266-5500.

Detrow & Underwood, Ashland, O., reported gross income of \$1,711,961 in 1984 on billings of \$4,896,834. In 1983, it reported gross income of \$1,456,158 on billings of \$4,180,775. In 1984, volume consisted of \$482,644 in media, \$667,611 in materials and services and \$3,746,579 in capitalized fees. In 1983, volume consisted of \$311,703 in media, \$663,922 in materials and services and \$3,205,150 in capitalized fees.

Accounts gained: Bell & Howell Publication Products (microforms & microfilms), Ohio Brass' Electric Utilities div, Quantic Communications' Slow Video Equipment. Lost: Nelson McCoy Pottery Co. Billings breakdown: Newspapers 5%, magazines 15%, radio 5%, outdoor 5%, business papers 50%, farm publications 5%, direct mail 15%. Employees: 17. Top execs: Jack M. Detrow, president-CEO; Gary D. Underwood, exec vp-creative director; Michael W. Detrow, exec vp-finance/production.

Phone: (419) 289-0265. ☐

Dilorio, Wergeles, New York, reported gross income of \$1,500,000 in 1984 on billings of \$10,000,000. In 1983, it reported gross income of \$1,000,000 on billings of \$7,000,000. In 1984, volume consisted of \$9,500,000 in media and \$500,000 in materials and services. In 1983, volume consisted of \$6,500,000 in media and \$500,000 in materials and services. Account gained: Casa Fiesta Mexican Food. Lost: Golden Blossom Honey. Billings breakdown: Newspapers 10%, radio 5%, spot tv 80%, outdoor 2%, business papers 3%. Employees: 14. Top execs: Donald S. Wergeles, chairman; Julio Dilorio, president.

Phone: (212) 986-7850.

Dorland & Sweeney, Philadelphia, reported gross income of \$1,205,558 in 1984 on billings of \$8,059,028. In 1983, it reported gross income of \$1,630,601 on billings of \$10,796,685. In 1984, volume consisted of \$315,247 in media, \$748,118 in materials and services and \$6,995,663 in capitalized fees. In 1983, volume consisted of \$283,235 in media, \$615,957 in materials and services and \$9,897,493 in capitalized fees.

The agency did not gain or lose any accounts. Billings breakdown: Newspapers 13%, magazines 27%, direct mail 55%, other 5%. Employees: 26. Top execs: Harry A. Sweeney, chairman-CEO; Joseph M. Noel, president; Richard Jones, exec vp; Rita Sweeney, senior vp.

Phone: (215) 625-0111. ☐

Drossman Lehmann Marino, New York, reported gross income of \$1,132,399 in 1984 on billings of \$14,221,760. The agency, which was founded in September, 1983, had gross income of \$487,632 on billings of \$3,238,268 during its four months of business that year. In 1984, volume consisted of \$3,543,277 in materials and services and \$10,678,483 in capitalized fees. In 1983, volume consisted of \$944,443 in media, \$208,776 in materials and services and \$2,085,268 in capitalized fees.

Accounts gained: Commodore Business Machines, Nationwide Automotive, R.G. Barry Inc.'s Dearfoams, Friendly Press, Bide-A-Wee Home Assn. Lost: None. Billings breakdown: Newspapers 31%, magazines 23%, supplements 3%, radio 9%, network tv 25%, spot tv 9%. Employees: 30. Top execs: Neil Drossman, chairman; Charles Lehmann, president; Domenick Marino, exec vp; Charles Rice, senior vp.

Phone: (212) 683-0888.

G.M. DuBois Corp., New York, a subsidiary of BBDO International, reported gross income of \$2,850,795 in 1984 on billings of \$19,005,300. In 1983, it reported gross income of \$649,059 on billings of \$4,327,060. In 1984, volume consisted of \$5,880,259 in media, \$3,762,936 in materials and services, and \$9,362,105 in capitalized fees. In 1983, volume consisted of \$2,596,236 in media, \$1,224,558 in materials and services, and \$506,266 in capitalized fees.

Accounts gained: Computer Consoles, Xerox Multiple Channels Group, Gannett's Rochester newspapers, Bausch & Lomb, Ray-ban. Lost: Software Distribution Services. Billings breakdown: Newspapers 12%, magazines 22%, radio 25%, spot tv 30%, cable tv 3%, outdoor 1%, business papers 5%, farm publications 1%, direct mail 1%.

Phone: (212) 683-0888.

Employees: 48 in two offices. Top execs: John F. Kraushaar, president; H. Mat Adams, senior vp. Phone: (716) 473-0440.

Dugan/Farley Communications Associates, Upper Saddle River, N.J., reported gross income of \$4,568,637 in 1984 on billings of \$29,854,115. In 1983, it reported gross income of \$4,007,577 on billings of \$26,252,000. In 1984, volume consisted of \$4,860,702 in media, \$2,789,484 in materials and services and \$22,203,929 in capitalized fees. In 1983, volume consisted of \$5,009,471 in media, \$2,425,639 in materials and services and \$18,816,890 in capitalized fees.

The agency did not gain or lose any accounts. Billings breakdown: Magazines 60%, direct mail 15%, other 25%. Employees: 33. Top exec: John P. Dugan, president.

Phone: (201) 934-0720.

Eisner & Associates, Baltimore, reported gross income of \$3,795,920 in 1984 on billings of \$25,229,618. In 1983, it reported gross income of \$3,016,450 on billings of \$20,112,303. In 1984, volume consisted of \$15,934,800 in media, \$2,321,200 in materials and services and \$6,973,618 in capitalized fees. In 1983, volume consisted of \$12,987,500 in media, \$1,848,000 in materials and services and \$5,276,803 in capitalized fees.

Accounts gained: Southern Floridabanc, Metropolitan s&l, Riverside s&l, Camp Mfg, Baker Watts, Holiday Espre Center, Physical Fitness Centers of Philadelphia, Plata Grande restaurant chain, Cluster de France Wine, Bavarian Vodka, Bartonwood Condos, Chesapeake. Lost: Endura. Billings breakdown: Newspapers 23%, magazines 7%, radio 21%, network tv 5%, spot tv 29%, cable tv 2%, outdoor 3%, business papers 6%, point of sale 2%, direct mail 2%. Employees: 65 in two offices. Top execs: Henry W. Eisner, chairman; Steven C. Eisner, president; Dan Stachurski, Sidney Cohen, John McLaughlin, Jonathan Russick, senior vps.

Phone: (301) 685-3390.

Elkman Advertising, Bala Cynwyd, Pa., reported gross income of \$4,565,000 in 1984 on billings of \$37,857,500. In 1983, it reported gross income of \$4,665,000 on billings of \$38,172,500.

The agency's 1984 volume included \$22,850,000 in media, \$3,335,000 in materials and services, and \$11,672,500 in capitalized fees. In 1983, volume consisted of \$23,000,000 in media, \$3,500,000 in materials and services, and \$11,672,500 in capitalized fees.

In 1984 the agency gained: Key-serve Group, Sencit, Mobix, Greensward, Today's Man. It lost: Resorts Intl, Copelco.

Billings breakdown: Newspapers 13%, magazines 5%, radio 18%, spot tv 59%, outdoor 1%, business papers 2%. Employees: 90 in two offices. Top execs: Stanley Elkman, CEO; Donald M. Tuckerman, president;

Donald Rosenblit, senior exec-vp; David Phillips, exec vp. Phone: (215) 835-2400. ☐

Emery Advertising Corp., Baltimore, reported gross income of \$1,951,410 in 1984 on billings of \$13,009,275. In 1983, it reported gross income of \$1,931,487 on billings of \$12,876,445. In 1984, volume consisted of \$8,781,261 in media, \$3,174,263 in materials and services and \$1,053,751 in capitalized fees. In 1983, volume consisted of \$8,858,998 in media, \$2,781,313 in materials and services and \$1,236,134 in capitalized fees.

Accounts gained: McCrory's, Back Center, Dark Room, Top-flight, Gore, Parker, Town & Country, Bereeta, Brookwood Farms, Pfaltzgraff. Lost: Teledyne, Larsen, The Savings Bank. Billings breakdown: Newspapers 25%, magazines 5%, radio 12%, spot tv 18%, outdoor 1%, business papers 37%, direct mail 2%. Employees: 35. Top execs: Louis F. Mathai, president; Robert Skacel, exec vp.

Phone: (301) 628-6242.

John Emmerling Inc., New York, reported gross income of \$1,986,000 in 1984 on billings of \$13,240,000. In 1983, it reported gross income of \$1,522,500 on billings of \$10,150,000. In 1984, volume consisted of \$9,173,000 in media, \$2,019,000 in materials and services and \$2,048,000 in capitalized fees. In 1983, volume consisted of \$8,158,600 in media, \$734,000 in materials and services and \$1,257,400 in capitalized fees.

Accounts gained: Avon Fashions, Dreyfus, Ashby & Co. Lost: None. Billings breakdown: Newspapers 4%, magazines 18%, radio 10%, network tv 10%, spot tv 42%, business papers 14%, transit advertising 2%. Employees: 18. Top execs: John Emmerling, chairman; James Guthrie, president; Arthur Gilmore, exec vp.

Phone: (212) 751-7460.

Fairfax Inc., New York, a subsidiary of Saatchi & Saatchi Compton Worldwide, reported gross income of \$3,450,000 in 1984 on billings of \$23,000,000. In 1983, it reported gross income of \$2,535,000 on billings of \$19,000,000. In 1984, volume consisted of \$19,500,000 in media and \$3,500,000 in materials and services. In 1983, volume consisted of \$14,750,000 in media, \$2,750,000 in materials and services and \$1,500,000 in capitalized fees.

Accounts gained: Central New England College, Hardwick Stove, RCA Consumer Electronics div, ITT Educational Services, Mayflower Movers special projects, National Enquirer special projects, Washington Mint, Fracorp's St. Andrews, Sterling Plaza, Beauty Samples USA-Educational Directory. Lost: Ashley China, Intl Monetary Mint, H.K. James Ltd., Philippe, La France Yarn Master. Billings breakdown: Newspapers 17%, magazines 32%, supplements 28%, radio 2%, spot tv 15%, outdoor 1%, business papers 1%, farm publications 1%, transit advertising 3%. Employees: 52 in two offices. Top execs: James W. Fishel, chairman-CEO; Robert J. McQuade, president; Albert C. Klein, vp-controller.

Phone: (212) 350-1800.

Thomas G. Ferguson Associates, Parsippany, N.J., reported gross income of \$4,492,000 in 1984 on billings of \$34,958,318. In 1983, it reported gross income of \$4,315,890 on billings of \$33,033,442. In 1984, volume consisted of \$2,547,000 in media, \$5,095,000 in materials and services and \$27,316,318 in capitalized fees. In 1983, volume consisted of \$1,643,442 in media, \$3,376,000 in materials and services and \$28,014,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

• Pro/Com Enterprises
• Medesign

Accounts gained: Amarc Corp., American Micro Scan, Bard Med-Systems, Becton Dickinson Immunodiagnosics, E.R. Squibb & Sons (Pronestyl), Shield Healthcare Centers, USV Laboratories' Revlon Healthcare (Calcimar PMO, Caled-D), Warner-Lambert's Consumer Health Products Group (Early Detector, Mediquest, Sinutab). Lost: U.S. Surgical Corp. Billings breakdown: Magazines 15%, point of sale 5%, direct mail 15%, other 65%. Employees: 58. Top execs: Thomas D. Ferguson, chairman-president; Thomas D. Atkinson, M. Jean Pankow, senior vps; John F. Zweig, Robert P. Muratore; Pamela A. Rossetti; Edward J. Gorzalski, vps.

Phone: (201) 540-8000. ☐

Fern/Hanaway, Providence, R.I., estimates gross income of \$1,655,000 in 1984 on billings of \$11,038,850. In 1983, it reported gross income of \$1,414,685 on billings of \$9,435,948. In 1984, volume consisted of \$4,780,000 in media, \$3,286,165 in materials and services and \$2,972,685 in capitalized fees. In 1983, volume consisted of \$4,085,369 in media, \$2,809,810 in materials and services and \$2,540,769 in capitalized fees.

Accounts gained: C.I. Hayes Inc., Dycem. Lost: None. Billings breakdown: Newspapers 10%, magazines 10%, radio 5%, spot tv 10%, business papers 25%, other 40%. Employees: 38. Top execs: Sanford M. Fern, president; James F. Hanaway Jr., exec vp.

Phone: (401) 421-7202. ☐

Firestone & Associates, New York, reported gross income of \$2,652,640 in 1984 on billings of \$17,662,542. In 1983, it reported gross income of \$2,891,160 on billings of \$19,291,350. In 1984, volume consisted of \$10,402,500 in media, \$1,706,600 in materials and services and \$5,553,442 in capitalized fees. In 1983, volume consisted of \$11,400,000 in media, \$1,855,000 in materials and services and \$6,036,350 in capitalized fees.

Accounts gained: None. Lost: Ronzoni Macaroni. Billings breakdown: Newspapers 14%, magazines 24%, supplements 3%, radio 8%, spot tv 43%, business papers 6%, point of sale 1%, direct mail 1%. Employees: 28. Top exec: Murray Firestone, president-creative director.

Phone: (212) 247-4900.

Franznick & Cusatis Advertising, New York, reported net income of \$248,012 and gross income of \$1,405,300 in 1984 on billings of \$8,144,867. In 1983, it reported net income of \$186,436 and a gross income of \$1,042,957 on billings of \$6,292,444. In 1984, volume consisted of \$3,587,213 in media, \$1,837,741 in materials and services and \$2,719,913 in capitalized fees. In 1983, volume consisted of \$2,284,301 in media, \$1,462,158 in materials and services and \$2,545,985 in capitalized fees.

Accounts gained: Sorrell Ridge Conserves, Stotter Co., Park Taty Labs/Osteo-Cal 600, The Vitamin Factory, Illustrated magazine, Quintessentials Computer Software, The Sporting News, TLC Magazine. Lost: Mechanix Illustrated, Audio Magazine, Franz Kneissl. Billings breakdown: Newspapers 10%, magazines 55%, radio 5%, spot tv 30%. Employees: 15. Top execs: Philip E. Franznick, president; J. Kathleen Cusatis, exec vp.

Phone: (212) 696-4260. ☐

Fredericks Kullberg Amato Pisacane, New York, reported gross income of \$1,850,000 in 1984 on billings of \$12,000,000. In 1983, it reported gross income of \$900,000 on billings of \$6,000,000. In 1984,

Top 10 I and II agencies by cable billings

(in 000,000)

Rank	Agency	Cable billings	U.S. billings	%*
1	Doyle Dane Bernbach	27.1	1,085.1	2.5
2	Young & Rubicam	25.9	2,155.1	1.2
3	Foot, Cone & Belding Communications	25.2	1,324.4	1.9
4	J. Walter Thompson Co.	21.8	1,455.4	1.5
5	Grey Advertising	20.7	1,034.6	2.0
6	Dancer Fitzgerald Sample	17.3	750.2	2.3
7	BBDO International	15.8	1,581.0	1.0
8	Ted Bates Worldwide	15.8	1,754.7	0.9
9	Tatham-Laird & Kudner	6.8	226.0	3.0
10	Jordan, Case & McGrath	6.6	165.1	4.0

* Cable billings as a % of an agency's U.S. capitalized billings
NOTE: This chart was compiled from information provided by 144 I and II agencies

volume consisted of \$10,200,000 in media and \$1,800,000 in materials and services. In 1983, volume consisted of \$5,000,000 in media and \$1,000,000 in materials and services.

Accounts gained: Businesssoft, Hardcastle Ltd., Lebenthal & Co., The Ryland Group. Lost: Lifeboat Associates. Billings breakdown: Newspapers 19%, magazines 37%, radio 12%, network tv 4%, spot tv 15%, business papers 12%, other 1%. Employees: 18. Top execs: Charles Fredericks, chairman; Gary W. Kullberg, president; Al Amato, Nick Pisacane, exec vps-creative director; Joe Murray, senior vp-media director; Audrey Kullberg, senior vp-rsch director.

Phone: (212) 730-1630.

Giardini/Russell, Watertown, Mass., reported gross income of \$4,505,000 in 1984 on billings of \$30,217,460. In 1983, it reported gross income of \$3,536,897 on billings of \$25,869,259. In 1984, volume consisted of \$4,280,000 in media, \$2,339,000 in materials and services and \$23,598,460 in capitalized fees. In 1983, volume consisted of \$5,597,679 in media, \$1,749,890 in materials and services and \$18,521,690 in capitalized fees.

Accounts gained: Adams Russell Co., State Properties of New England, Voicetek Corp. Lost: Fairchild Test Systems Group, Harvard Software. Billings breakdown: Newspapers 8%, magazines 32%, radio 13%, spot tv 12%, outdoor 4%, business papers 28%, direct mail 3%. Employees: 70. Top execs: Robert H. Russell, chairman; Richard L. Warren, president.

Phone: (617) 926-5030.

Gilbert, Whitney & Johns, Whippany, N.J., reported gross income of \$2,700,000 in 1984 on billings of \$18,000,000. In 1983, it reported gross income of \$2,065,000 on billings of \$13,750,000. No volume breakdown was provided for either year.

Accounts gained: CIT Corp., E.I. Dupont de Nemours & Co., Horizon Bank, National Sea Products, CAMVAC Intl. Lost: None. Billings breakdown: Newspapers 15%, magazines 40%, radio 10%, network tv 25%, spot tv 10%. Employees: 42. Top execs: John Daltner, president; John Mimnaugh, exec vp-creative director; Kenneth Van Reekum, exec vp-operations; Paul Richartz, senior vp-acct super; Larry Everling, Tom Potterfield, vps-acct super; Allan Fliss, vp-pr director.

Phone: (201) 386-1776.

Daniel Glassman Advertising, Fairfield, N.J., reported gross income of \$3,966,440 in 1984 on billings of \$26,575,150. In 1983, it reported gross income of \$2,650,900 on billings of \$16,802,073. In 1984, volume consisted of \$220,000 in media and \$26,355,150 in capitalized fees. In 1983, volume consisted of \$168,238 in media and \$16,633,835 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. affiliates:

- Danis Research
- Hospital Research Associates

Accounts gained: Winthrop-Breon Laboratories. Lost: None. Billings breakdown: Magazines 7%, direct mail 10%, other 83%. Employees: 55 in two offices. Top execs: Daniel Glassman, chairman-president; Gene Goldberg, Warren Jacobson, group vps; David Hillman, president-Hospital Research Associates; Carl Raphael, senior vp-Danis Research; Richard Romanelli, vp-data processing; Iris Glassman, vp-financial services.

Phone: (201) 575-3507.

Graf Multi Media, New York, reported net income of \$430,482 and gross income of \$1,266,123 in 1984 on billings of \$3,263,981. In

1983, it reported net income of \$230,489 and gross income of \$677,906 on billings of \$1,984,103. In 1984, volume consisted of \$119,187 in media, \$794,580 in materials and services and \$2,350,214 in capitalized fees. In 1983, volume consisted of \$58,374 in media, \$389,162 in materials and services and \$1,536,567 in capitalized fees.

Accounts gained: New York Videotex, Sportschannel, Chaserie, Cindy Hughes Design, Bristol-Myers's Clairol Rock Influences, TTC Productions. Lost: Plexus Records, Bravo, Pot Covers. Billings breakdown: Newspapers 10%, magazines 5%, supplements 15%,

cable tv 10%, transit advertising 10%, direct mail 35%, other 15%. Employees: 15 in two offices. Top execs: R.E. Kern, president; Jon P. Pellicoro, vp; Nicholas Rosenthal, genl mgr.

Phone: (212) 929-0006.

Gray & Rogers, Philadelphia, reported gross income of \$3,530,000 in 1984 on billings of \$25,100,000. In 1983, it reported gross income of \$3,270,000 on billings of \$22,600,000. In 1984, volume consisted of \$11,540,000 in media, \$4,732,000 in materials and services and \$8,828,000 in capitalized fees. In 1983, volume consisted of

\$10,169,000 in media, \$4,295,000 in materials and services and \$8,136,000 in capitalized fees. Accounts gained: Chemical Leaman Tank Lines, Foster Medical Corp., Harris-Tarkett, Maryland Computer Services, Med-Con Industries, Pennsylvania House, Pennwalt's AgChem div, Safeguard Business Systems, SCIENCE '84, Sun Refining & Mktg's Lubes div, Tarkett Inc., Tullis Group, Philadelphia Suburban Corp.'s computer related subsidiaries—Utility and Municipal Services, Digital Systems, Delphi Systems Associates. Lost: L.D. Caulk, Carpenter Technology, CRC Chemicals, Capi-

tol Windows. Billings breakdown: Newspapers 14%, magazines 10%, radio 8%, network tv 5%, spot tv 9%, outdoor 0.5%, business papers 41%, farm publications 6%, direct mail 2%, other 4.5%. Employees: 72 in two offices. Top execs: James W. Finegan, chairman; Robert T. Butler, president; Robert Simpson, exec vp; Charles Rose, Arthur Benning, David Delman, Elmer Pizzi, Henry Inman, senior vps.

Phone: (215) 864-6800.

Gray Strayton International, Wellesley, Mass., had estimated gross income of \$4,400,000 in 1984 on billings of \$29,010,000. In 1983, it

Atlantic Video's \$20,000 flat as a pancake studio floor.

Most studio floors are smooth and level enough for 999 out of 1,000 situations. But studios are used to create magic, and every now and then we might be asked to shoot the most delicately balanced creation to stem from an art director's brain this side of Rube Goldberg. Or use a micro-lens on a dolly shot that would make the tiniest bump look like you were at 15,000 feet and hit an air pocket.

So we put an extra \$20,000 into pouring a self-leveling floor for our studio. We thought it a small enough investment to ensure that once the cameras are on, we get through the job as quickly, and as best, as it can be done. (What we do, and some of the equipment that helps us do it, is at right).

We use our floor to illustrate the thought that went into designing Atlantic Video, a place we've created to be as easy for you to work in as it is for us.

And that statement's on the level. Call Atlantic Video's Diana Del Toro today at 703-823-2800 and we'll prove it to you on your next job.

Studio Production: A 95' x 40' and 50' x 40' sound stage, both with Kliegl digital lighting. Hard cyc, a 10' x 10' prop door. Grass Valley 300-2D switcher, ADM VP-1603 audio board, Hitachi SK-96 and Thompson 701 cameras.

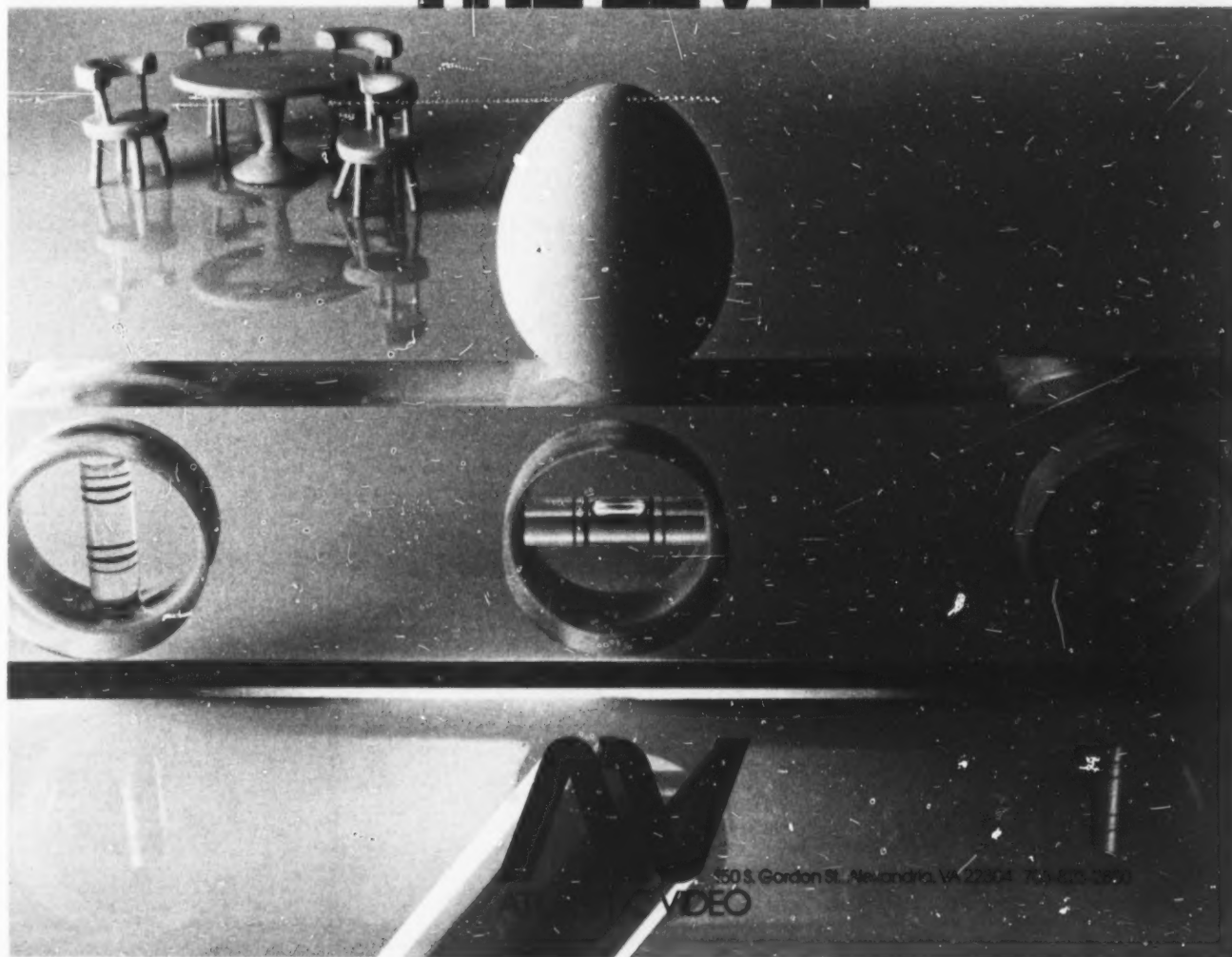
Remote Production: Three BMH-500 1", two BVU-110 3/4", Sony Betacam recorders, Grass Valley 100 portable switcher and five Thompson 701 cameras.

Post-Production: Four editing suites, two with Palflex Vanguard editors for interformat editing. Seven Ampex VPR-3's, three Sony 1000's a Sony 2000 1", three Sony BVU-820's, two Sony BWV-40's. Plus a Dubner C8G-II graphics generator and 2 channel ADO.

Duplication: From any tape format, to any tape format with four Quad and twelve 1" machines. A Dwight Cavendish duplication system makes up to 50 1/2" and 3/4" dubs at a time.

Video-conferencing: Fixed gear microwave to virtually all earth station facilities in metro Washington. Access to all domestic satellites through our up-link facility in Bren Mar, Virginia.

ON THE LEVEL



503 S. Gordon St., Alexandria, VA 22304 703-823-2800

VIDEO

East: III agencies \$1,000,000-\$5,000,000



had estimated gross income of \$3,300,000 on billings of \$21,795,000. In 1984, volume consisted of \$3,650,000 in media, \$1,450,000 in materials and services and \$23,910,000 in capitalized fees. In 1983, volume consisted of \$3,900,000 in media, \$1,220,000 in materials and services and \$16,675,000 in capitalized fees.

Accounts gained: Autex Systems, Telesis, Datal, EG&G corporate, Software International, RCA Cylix, Diconix. Lost: Philips Info Systems. Billings breakdown: Newspapers 5%, magazines 65%, supplements 5%, radio 5%, business papers 10%, point of sale 5%, direct mail 5%. Top execs: Robert Strayton, president; Charles Clemente, Richard Duffy, exec vps; Katharine Handrahan, Michael Stringer, Marcille Williams, senior vps.

Phone: (617) 237-3220.

Greengage Associates, New York, reported gross income of \$1,812,000 in 1984 on billings of \$10,668,000, the same as in 1983. Volume consisted of \$8,000,000 in media and \$2,668,000 in capitalized fees.

Accounts gained: Bruno Magli, Maho Bay Camps, and i s Cosmetics Inc. Lost: Paquet Cruises. Billings breakdown: Newspapers 24%, magazines 30%, radio 2%, spot tv 29%, cable tv 5%, business papers 5%, point of sale 5%. Employees: 25. Top execs: Richard Ferrelli, president; Reggie Troncone, exec vp.

Phone: (212) 752-8866.

Greenwald/Christian Advertising, Philadelphia, reported gross income of \$1,049,894 in 1984 on billings of \$7,000,000. In 1983, it reported gross income of \$824,955 on billings of \$5,500,000. In 1984, volume consisted of \$5,085,960 in media, \$500,000 in materials and services and \$1,414,040 in capitalized fees. In 1983, volume consisted of \$4,649,700 in media, \$250,000 in materials and services and \$600,300 in capitalized fees. Accounts gained: Child Care Systems/div of ARA, Penn Savings Bank, Holy Redeemer Hospital. Lost: Jonns Inc. Billings breakdown: Newspapers 30%, magazines 8%, radio 25%, network tv 5%, spot tv 22%, cable tv 2%, outdoor 2%, business papers 2%, transit advertising 1%, direct mail 3%. Employees: 15. Top execs: Joseph T. Greenwald, president; Caye Christian, exec vp.

Phone: (215) 568-9797.

Gross Townsend Frank, New York, had estimated gross income of \$3,000,000 in 1984 on billings of \$20,000,000, all in capitalized fees. In 1983, it had estimated gross income of \$2,625,000 on billings of \$17,500,000, all in capitalized fees. Figures include those of U.S. subsidiary:

• Gross Townsend Frank PR

Accounts gained: Johnson & Johnson Products, Merck Sharp & Dohme (new assignment), Purdue Frederick Co., Syntex Medical Diagnostics, TransMedica/CBS, Access Medical Systems, Diopics Medical Products, Martec Pharmaceuticals, Bio-Technology General Corp., Abbott Labs/pr, BASF Wyandotte/pr. Lost: Cutter Biological, Syva Co. Billings breakdown: Cable tv 5%, business papers 55%, point of sale 5%, direct mail 15%, collateral 20%. Employees: 42. Top execs: Alan Gross, president; Jane Townsend, David Frank, Ronnie Hoffman, exec vps; Clare Macken, vp-production; Marietta Abrams, vp-copy; Orin Kimball, vp-art.

Phone: (212) 475-4040.

Harland & Tine & White, Hartford, Conn., reported gross income of \$2,791,757 in 1984 on billings of \$18,617,781. In 1983, it reported gross income of \$2,466,259 on billings of \$16,093,052. In 1984, volume consisted of \$4,659,888 in media, \$1,823,509 in materials and services and \$12,134,384 in capitalized fees. In 1983, volume consisted of \$3,729,136 in media, \$1,062,973 in materials and services and \$11,300,943 in capitalized fees.

Accounts gained: Connecticut Podiatry Assn, Peabody Intl, Devonwood Corp. Lost: Computerease, Chase Telecommunications. Billings breakdown: Newspapers 32%, magazines 25%, supplements 3%, radio 15%, spot tv 9%, cable tv 1%, outdoor 1%, business papers 10%, direct mail 1%, other 3%. Employees: 46. Top execs: Will W. White III, chairman; David M. Tine, president; Susan Harland, exec vp.

Phone: (203) 728-0000.

Harris-Edward, Philadelphia, reported net income of \$241,073 and gross income of \$1,835,273 in 1984 on billings of \$6,738,985. In 1983, it reported net income of \$206,046 and gross income of \$1,568,610 on billings of \$5,935,587. In 1984, volume consisted of \$693,540 in media, \$34,960 in materials and services, and \$6,010,485 in capitalized fees. In 1983, volume consisted of \$592,770 in media, \$205,650 in materials and services, and \$5,137,167 in capitalized fees.

Accounts gained: Brooks Instrument of Emerson Electric Co., Bank Hapoalim in Philadelphia, JBM Corp. Lost: None. Billings breakdown: Newspapers 20%, magazines 10%, radio 20%, outdoor 1%, business papers 24%, direct mail 25%. Employees: 14. Top execs: Elizabeth F. Harris, president; Edward J. Di Ulio, exec vp.

Phone: (215) 735-3003.

W.J. Haughey, Boston, a subsidiary of Berk & Co. specializing in recruitment advertising, had estimated gross income of \$1,500,000 in 1984 on billings of \$10,000,000. No figures were provided for 1983. No volume breakdown was provided for either year.

No accounts were gained or lost. Billings breakdown: Newspapers 94%, radio 4%, other 2%. Employees: 29. Top execs: Donald M. Shanbar, president; Rhonda Hoffmann, vp-admin; Marlene Nussbaum, vp-act super.

Phone: (617) 247-4180.

Henderson Friedlich Graf & Doyle, New York, reported gross income of \$3,978,400 on billings of \$28,875,900 in 1984, its first year of operation. For the year, volume consisted of \$19,948,800 in media,

\$6,574,000 in materials and services and \$28,875,000 in capitalized fees. Accounts gained: Olympia USA, Hibernia Bank, Readers Digest, Emigrant Savings Bank, Manhattan, Inc. magazine, New York Dept of Agriculture and Markets. Lost: None. Billings breakdown: Newspapers 25%, magazines 50%, radio 10%, spot tv 10%, outdoor 2%, business papers 3%. Employees: 62. Top execs: William Henderson, chairman; Bruce Friedlich, president; Hubert Graf, James Parry, exec vps; William Doyle, exec vp-coo; Brian Holland, Stefan Blaschke, Robert Nutt, Martin Rowe, senior vps.

Phone: (212) 687-2300.

Homer & Durham Advertising, New York, reported gross income of \$2,580,722 in 1984 on billings of \$18,710,501. In 1983, it reported gross income of \$2,528,056 on billings of \$18,250,853. In 1984, volume consisted of \$6,134,290 in media, \$1,500,155 in materials and services and \$11,076,056 in capitalized fees. In 1983, volume consisted of \$5,918,639 in media, \$1,391,674 in materials and services and \$10,940,540 in capitalized fees.

Accounts gained: American Savings Bank, Olds Metro Club Dealers Assn, Sybedon Corp. Lost: Passport Intl, Michael Davis Shipping, RIHT Financial Corp. Billings breakdown: Newspapers 15%, magazines 27%, radio 5%, spot tv 6%, business papers 25%, point of sale 12%, direct mail 10%. Employees: 39. Top execs: Tamara K. Homer, president; Guy F. Durham, exec vp.

Phone: (212) 477-5400.

Image Dynamics, Baltimore, reported gross income of \$1,374,142 in 1984 on billings of \$9,165,527. In 1983, it reported gross income of \$1,121,418 on billings of \$7,476,494. Billings for both years were all in capitalized fees.

Accounts gained: Al Packer Ford, Peabody Court, Gucci, Ocean Pines, About Faces, Lutheran Hospital, McCarthy Hicks, Magill Yerman. Lost: Furniture & Things, Collective Impressions. Billings breakdown: Newspapers 20%, magazines 20%, supplements 2%, radio 25%, spot tv 20%, cable tv 1%, outdoor 3%, business papers 6%, point of sale 1%, direct mail 2%. Employees: 25. Top exec: Phyllis Brotman, president.

Phone: (301) 539-7730.

Impact Marketing & Communications, Boston, had estimated gross income of \$1,654,000 in 1984 on billings of \$10,936,000. In 1983, it had estimated gross income of \$1,000,000 on billings of \$6,835,000. In 1984, volume consisted of \$3,200,000 in media, \$2,400,000 in materials and services, and \$5,336,000 in capitalized fees. In 1983, volume consisted of \$2,000,000 in media, \$1,500,000 in materials and services, and \$3,335,000 in capitalized fees.

Accounts gained: Imagitex Inc. Lost: Morton Thiokol's Ventron

div. Billings breakdown: Magazines 70%, radio 10%, direct mail 20%. Employees: 35. Top execs: Betseyann Duval, president; Robert J. Clawson, exec vp; Dorothy Wogolom, vp.

Phone: (617) 542-3130.

Intermarco Advertising, New York, part of the Publicis International network based in Paris, reported gross income of \$1,649,000 in 1984 on billings of \$12,170,000. In 1983, it reported gross income of \$2,035,000 on billings of \$14,538,000. In 1984, volume consisted of \$7,997,000 and \$4,173,000 in capitalized fees. In 1983, volume consisted of \$10,120,000 in media and \$4,418,000 in capitalized fees.

The 15 agencies comprising Publicis International network had total 1984 gross income of \$81,684,000 on billings of \$547,028,000. Accounts gained by the New York shop: L'Oreal cosmetics and hair products, Biotherm. Lost: K-Way sportswear, Peartree liquor products. Employees: 13. Top exec: Arlene Hoffman, president.

Phone: (212) 980-8550.

Isidore & Paulson, New York, reported gross income of \$1,400,000 in 1984 on billings of \$14,563,111. No figures were provided for 1983. In 1984, volume consisted of \$7,807,030 in media, \$2,405,000 in materials and services and \$4,351,081 in capitalized fees.

Accounts gained: Bon Appetit, Bristol-Myers, Big Yank, Moseley Hallgarten, Estabrook & Weeden, Casual Corner. Lost: Guinness Beer. Billings breakdown: Newspapers 20%, magazines 18%, radio 4%, spot tv 54%, business papers 4%. Employees: 13. Top execs: Paul J. Paulson, president-ceo, Anthony Isidore, chairman-creative director.

Phone: (212) 486-2200.

John Paul Itta Inc., New York, reported gross income of \$3,387,000 in 1984 on billings of \$20,595,000. In 1983, it reported gross income of \$2,873,000 on billings of \$18,693,000. In 1984, volume consisted of \$13,767,000 in media, \$2,567,000 in materials and services and \$4,260,000 in capitalized fees. In 1983, volume consisted of \$12,238,000 in media, \$2,613,000 in materials and services and \$3,842,000 in capitalized fees.

The agency did not gain or lose any accounts. Billings breakdown: Newspapers 11%, magazines 17%, radio 9%, network tv 33%, spot tv 20%, cable tv 4%, outdoor 1%, business papers 1%, transit advertising 1%, point of sale 2%, direct mail 1%. Employees: 23. Top exec: John Paul Itta, president.

Phone: (212) 541-4460.

Johnston & Johnston Group/Jim Johnston Advertising, New York, reported gross income of \$2,472,348 in 1984 on billings of \$22,951,752. In 1983, it reported gross income of \$2,426,100 on billings of \$21,187,767. In 1984, volume consisted of \$16,831,288 in media, \$1,228,473 in materials and services and \$4,891,991 in capitalized fees. In 1983, volume consisted of \$16,625,480 in media, \$1,204,816 in materials and services and \$3,357,471 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

• Carolina Partnership

• Strategic Planning Institute

Accounts gained: General Electric corp mktg, Northern Business Information, Alexander & Alexander projects, General Mills' Creative Dining div, Blue Cross-Blue Shield projects, Assn of Independent Television Stations. Lost: Drexel Burnham Lambert. Billings breakdown: Newspapers 29%, magazines 37%, radio 11%, cable tv 1%, outdoor 2%, business papers 15%.

direct mail 1%, other 4%. Employees: 31 in two offices. Top execs: J.J. Johnston, chairman-ceo; Pat Johnston, exec vp; Howard Berber, senior vp-media; Robert Fox, senior vp-act planning.

Phone: (212) 490-2121.

Kalish & Rice, Philadelphia, a subsidiary of Earle Palmer Brown Cos., reported gross income of \$3,700,000 in 1984 on billings of \$27,200,000. In 1983, it reported gross income of \$3,300,000 on billings of \$23,000,000. No volume breakdown was provided for either year.

Accounts gained: Hilton Casino Hotel in Atlantic City. Lost: Silo Stores. No billings breakdown was provided. Employees: 75. Top execs: Allan Kalish, president; Howard Rice, exec vp-creative; Steve Levine, exec vp-genl mgr; Linda Spikol, senior vp-act service.

Phone: (215) 299-3800.

Kaprielian O'Leary Advertising, New York, formerly Fearon O'Leary Kaprielian, reported gross income of \$1,500,000 in 1984 on billings of \$9,100,000. In 1983, it reported gross income of \$1,275,000 on billings of \$8,600,000. In 1984, volume consisted of \$8,500,000 in media and \$600,000 in materials and services. In 1983, volume consisted of \$8,100,000 in media and \$500,000 in materials and services.

Accounts gained: Interroyal Furniture, Corbin Ltd., N.Y. City Technical College, Cayman Islands' Dept of Tourism, Cayman Airways. Lost: Puma/USA, N.Y. Hilton's Waldorf Astoria, Rainbow Programming. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 20%, spot tv 5%, cable tv 5%. Employees: 18. Top execs: Walter Kaprielian, chairman-creative director; Alice O'Leary, president-ceo.

Phone: (212) 580-9494.

Kaufman & Maraffi, New York, reported net income of \$148,500 and gross income of \$1,113,972 in 1984 on billings of \$11,683,100. In 1983, it reported net income of \$128,200 and gross income of \$986,400 on billings of \$9,934,500. In 1984, volume consisted of \$9,283,100 in media and \$2,400,000 in materials and services. In 1983, volume consisted of \$8,253,500 in media and \$1,681,000 in materials and services.

Accounts gained: Travel Savers, C.I.E. Tours, Omnipass, Orient Express Hotels, Sheraton Stamford/pr, Garden City Hotel. Lost: None. Billings breakdown: Newspapers 32%, magazines 50%, radio 5%, spot tv 5%, business papers 4%, transit advertising 1%, direct mail 3%. Employees: 12. Top execs: Jack Maraffi, president; Jack Kaufman, chairman.

Phone: (212) 867-0670.

Kelly Michener Inc., Valley Forge, Pa., reported gross income of \$2,923,714 in 1984 on billings of \$24,018,417. In 1983, it reported gross income of \$2,163,544 on billings of \$18,105,735. In 1984, volume consisted of \$6,521,031 in media, \$2,272,577 in materials and services and \$15,224,809 in capitalized fees. In 1983, volume consisted of \$5,382,755 in media, \$1,500,965 in materials and services and \$11,222,015 in capitalized fees.

Accounts gained: C&M Mfgers, L.D. Caulk Co., Pennsylvania Power & Light, Liebelt Lancaster, Rite Aid, Pennsylvania Dutch Visitors Bureau, Rollins Truck Leasing. Lost: Narin Chait, Reisman Pretzels, Sun Refining. Billings breakdown: Newspapers 25%, magazines 5%, radio 10%, spot tv 34%, cable tv 1%, outdoor 1%, business papers 24%. Employees: 58 in two offices. Top execs: Walter W. Michener, chairman; Robert L. Kelly, president; Joseph M. Possemato, exec vp-creative; Kenneth L. Ulsh,

Top 10 I and II agencies by outdoor billings

(\$ in 000,000)

Rank	Agency	Outdoor billings	U.S. billings	%*
1	Ted Bates Worldwide	154.4	1,754.7	8.8
2	Leo Burnett Co.	90.6	1,132.9	8.0
3	William Esty Co.	72.8	520.0	14.0
4	Wells, Rich, Greene	30.9	618.0	5.0
5	MCA Advertising	29.7	148.7	20.0
6	Foot, Cone & Belding Communications	26.5	1,324.4	2.0
7	Cunningham & Walsh	25.9	370.0	7.0
8	Young & Rubicam	21.6	2,155.1	1.0
9	D'Arcy MacManus Masius	21.4	712.9	3.0
10	Chiat/Day	18.1	226.6	8.0

* Outdoor billings as a % of an agency's U.S. capitalized billings
NOTE: This chart was compiled from information provided by 144 I and II agencies

exec vp-acct services; Maria G. Kelly, senior vp-operations; Warren W. Ashburn, senior vp-mktg; Gene Green, senior vp-pr; Edward L. Jones, senior vp-acct super; Peter C. Fentz, Tony Trezza, senior vp-creative services.
Phone: (215) 964-0500. ☐

Knudsen Moore Schropfer, Stamford, Conn., reported gross income of \$1,936,000 in 1984 on billings of \$13,000,000. In 1983, it reported gross income of \$1,395,000 on billings of \$9,300,000. In 1984, volume consisted of \$7,500,000 in media, \$3,300,000 in materials and services and \$2,200,000 in capitalized fees. In 1983, volume consisted of \$8,100,000 in media, \$1,000,000 in materials and services and \$200,000 in capitalized fees.

Accounts gained: Connecticut Savings Bank, Cognitronics, Defender Energy. Lost: Alimak Inc. Billings breakdown: Newspapers 10%, magazines 15%, radio 16%, network tv 7%, spot tv 27%, outdoor 3%, business papers 14%, direct mail 8%. Employees: 31. Top execs: David W. Schropfer, president-ceo; William H. Knudsen, chairman; Joseph A. DelGallo, Lawrence D. Rabbitt, exec vps; George W. Morris, Gordon Huppi, William Hoag, senior vps.
Phone: (203) 967-7200.

Kolker, Talley, Hermann, New York, reported gross income of \$1,210,000 in 1984 on billings of \$8,000,000. In 1983, it reported gross income of \$1,025,000 on billings of \$6,250,000. Volume for both years was all in media.

Accounts gained: Wine Imports, Message Bank. Lost: Victoria Packing. Billings breakdown: Newspapers 25%, magazines 20%, radio 25%, spot tv 10%, business papers 10%, direct mail 10%. Top execs: Stanley Kolker, president; Terry Talley, exec vp-creative services; Don Hermann, exec vp-client services.

Phone: (212) 889-7200.

Hal Langerman Co., Center Square, Pa., reported gross income of \$748,916 in 1984 on billings of \$4,887,435. In 1983, it reported gross income of \$554,600 on billings of \$4,256,219. In 1984, volume consisted of \$200,000 in materials and services and \$4,687,435 in capitalized fees. In 1983, volume consisted of \$175,000 in materials and services and \$4,081,219 in capitalized fees.

Accounts gained: Standard Security Life Insurance Co., Prudential Bank and Trust Co. Lost: None. Billings breakdown: Radio 10%, network tv 10%, direct mail 80%. Employees: 6. Top execs: Hal Langerman, president; Doris Tustin, mng partner.

Phone: (215) 275-1901.

Lempert Co., Belleville, N.J., reported net income of \$53,500 and gross income of \$1,886,250 in 1984 on billings of \$12,577,050. In 1983, it reported net income of \$31,907 and gross income of \$1,450,350 on billings of \$9,669,950. In 1984, volume consisted of \$5,500,000 in media, \$2,975,000 in materials and services and \$4,102,050 in capitalized fees. In 1983, volume consisted of \$4,300,000 in media, \$2,135,000 in materials and services and \$3,234,950 in capitalized fees.

Accounts gained: Abbotts Dairies, Amerifederal Savings

Bank, Fulton Lobster Co., Cuisine de Jour, Hubbard's Cupboard Convenience Stores. Lost: Finnfoods Inc., Empress Intl. Billings breakdown: Newspapers 20%, magazines 10%, supplements 15%, radio 10%, spot tv 25%, business papers 10%, point of sale 10%. Employees: 23. Top exec: Philip Lempert, president.

Phone: (201) 759-2927. ☐

S.R. Leon Co., Great Neck, N.Y., reported gross income of \$2,770,000 in 1984 on estimated billings of \$16,796,550. In 1983, it reported gross income of \$2,200,000 on estimated billings of \$13,663,350. In 1984, volume consisted of \$13,400,000 in media, \$295,000 in materials and services and \$3,101,550 in capitalized fees. In 1983, volume consisted of \$10,100,000 in media, \$195,000 in materials and services and \$3,368,350 in capitalized fees.

Accounts gained: Quality Bakers of America's Sunbeam Bread, Superior Care, Kraft's Celestial Seasonings and tea, Cook's magazine, Polaner Jams, Preserves and consumer products, Mennen's new products. Lost: None. Billings breakdown: Newspapers 10%, magazines 5%, supplements 2%, radio 5%, network tv 10%, spot tv 45%, cable tv 15%, business papers 1%, point of sale 1%, direct mail 5%, other 1%. Employees: 20. Top execs: Thomas Leon, president-creative director; Sanford Lunt, exec vp-mktg director; Max Brookmeyer, exec vp-media; Max Firetop, exec vp-exec art director; Daniel Leon, senior vp-acct services; Ruth Orens, senior vp-comptroller; L. Evans, senior vp-tv production.
Phone: (516) 487-0500.

Leonard Monahan Saabye, Providence, R.I., reported gross income of \$2,770,600 in 1984 on bill-

ings of \$18,480,000. In 1983, it reported gross income of \$2,202,000 on billings of \$14,756,000. In 1984, volume consisted of \$3,897,300 in media, \$2,592,000 in materials and services and \$11,990,700 in capitalized fees. In 1983, volume consisted of \$3,533,000 in media, \$2,315,000 in materials and services and \$8,908,000 in capitalized fees. Accounts gained: Commonwealth Cadillac Dealers of Boston, Fairwinds Coffee, Blue Cross-Blue Shield of R.I., SAROCA Boats. Lost: Tarquin, J-Boats, Parks Paint Sundries.

Billings breakdown: Newspapers 18%, magazines 26%, radio 10%, network tv 3%, spot tv 19%, cable tv 3%, outdoor 1%, business papers 20%. Top execs: Bruce N. Leonard, president; Thomas J. Monahan, Robert Saabye, exec vps; Ernest Schenck, Robert Pagano, senior vps.
Phone: (401) 277-9020.

Levy, King & White Cos., Buffalo, N.Y., reported net income of \$280,000 and gross income of \$3,850,000 in 1984 on billings of \$25,700,000. In 1983, it reported net income of \$135,000 and gross income of \$3,380,000 on billings of \$22,544,600. In 1984, volume consisted of \$17,680,000 in media, \$3,820,000 in materials and services and \$4,200,000 in capitalized fees. In 1983, volume consisted of \$14,600,000 in media, \$3,600,000 in materials and services and \$4,344,600 in capitalized fees.

Accounts gained: Revlon's Barnes-Hind Hydrocort, Buffalo Sabres Hockey, Delicato Vineyards, Dad's Dog Food, Ecology & Environment, Network Communication Corp., Pennwalt Corp., Ross Laboratories, Upstate Milk Co-op, Westwood Pharmaceuticals. Lost: Popsicle, Stanford Seed. Billings breakdown: Newspapers 32.4%, magazines 12%, supplements 8.8%,



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East: III agencies \$1,000,000-\$5,000,000



radio 15.1%, network tv 12.5%, spot tv 3.5%, cable tv 3.5%, outdoor 2%, business papers 6.2%, transit advertising 0.5%, point of sale 0.2%, direct mail 3%, other 0.3%. Top execs: Peter King, chairman-CEO; Stratton S. White, president-CEO; David I. Levy, chairman exec committee. Phone: (716) 853-6755.

Lieberman-Appalucci, Allentown, Pa., reported net income of \$65,000 and gross income of \$1,369,520 in 1984 on billings of \$10,227,680. In 1983, it reported net income of \$45,000 and gross income of \$1,200,000 on billings of \$7,843,500. In 1984, volume consisted of \$3,778,900 in media, \$1,150,000 in materials and services and \$5,298,780 in capitalized fees. In 1983, volume consisted of \$3,125,000 in media, \$1,050,000 in materials and services and \$3,668,500 in capitalized fees.

Accounts gained: Bethlehem Steel Corp., Cadillac Petfoods, Lane Metal Products Co. Lost: Lehigh Securities, Commonwealth Telephone Enterprises, Allentown Hilton. Billings breakdown: Newspapers 11%, magazines 41%, radio 11%, spot tv 2%, outdoor 7%, direct mail 21%, other 7%. Employees: 35. Top execs: George R. Lieberman, chairman; Joseph L. Appalucci, president. Phone: (215) 791-2011. ☐

Lipman Advertising, New York, reported net income of \$10,399 and gross income of \$1,063,959 in 1984 on billings of \$9,312,526. In 1983, it reported net income of \$54,381 and gross income of \$1,010,967 on billings of \$8,521,187. In 1984, volume consisted of \$4,103,469 in media and \$5,209,057 in capitalized fees. In 1983, volume consisted of \$4,149,876 in media and \$4,371,311 in capitalized fees.

Accounts gained: Plaza Hotel. Lost: J's Steaks & Subs. Billings breakdown: Newspapers 40%, magazines 15%, radio 15%, spot tv 20%, outdoor 5%, transit advertising 5%. Top execs: Robert S. Lipman, president; Richard Lipman, secretary/treasurer; David Lipman, vp. Phone: (212) 684-1100.

Lockhart & Pettus, New York, reported gross income of \$1,285,000 in 1984 on billings of \$8,570,000. In 1983, it reported gross income of \$1,065,000 on billings of \$7,100,000. In 1984, volume consisted of \$6,360,000 in media and \$2,210,000 in materials and services. In 1983, volume consisted of \$5,200,000 in media and \$1,900,000 in materials and services.

Accounts gained: Associated Black Charities, Carson Products Co. new products, Interfaith Medical Center, Wendy's Intl. Lost: None. Billings breakdown: Newspapers 6%, magazines 23%, radio 21%, spot tv 26%, outdoor 24%. Employees: 20. Top execs: Keith E. Lockhart, president; Theodore D. Pettus, vp. Phone: (212) 922-1670.

Lohmeyer Simpson Communications, Morristown, N.J., had estimated gross income of \$2,000,000 in 1984 on billings of \$13,340,000. In 1983, it had estimated gross income of \$1,400,000 on billings of \$9,400,000. No volume breakout was provided for either year. Figures include those of U.S. subsidiary:

• DAE & Associates div
Accounts gained: Nynex Mobile Communications (projects), Career Consultive Services, Papermill Playhouse. Lost: Stahl Soap. Em-

ployes: 35. Top execs: Richard J. Lohmeyer, president; John A. Simpson, exec vp-secretary/treasurer; Donna A. Ely, president-DAE Associates div. Phone: (201) 267-0400.

Margeotes/Fertitta & Weiss, New York, reported net income of \$225,498 and gross income of \$4,180,650 in 1984 on billings of \$26,136,350. In 1983, it reported net income of \$49,115 and gross income of \$3,465,262 on billings of \$19,467,199. In 1984, U.S. volume consisted of \$18,486,308 in media, \$3,994,475 in materials and services and \$3,655,567 in capitalized fees. In 1983, U.S. volume consisted of \$11,173,413 in media, \$3,309,424 in materials and services and \$3,426,987 in capitalized fees.

The agency did not have overseas contributions in 1984. In 1983, it had a dollar volume of \$1,557,376 overseas, all in media.

Accounts gained: Merona Sport, Associated Air Freight, Celentano Frozen Foods, Krug Champagne, TDK Floppy Disks, Harper's Bazaar magazine, Villeroy & Boch. Lost: None. Billings breakdown: Newspapers 10%, magazines 50%, radio 10%, spot tv 10%, outdoor 5%, business papers 5%, transit advertising 2%, point of sale 3%, direct mail 5%. Employees: 38. Phone: (212) 620-3838. ☐

Marquardt & Roche, Stamford, Conn., reported gross income of \$2,544,973 in 1984 on billings of \$16,972,950. In 1983, it reported gross income of \$2,181,925 on billings of \$14,551,691. In 1984, volume consisted of \$3,904,706 in media, \$146,740 in materials and services and \$12,921,504 in capitalized fees. In 1983, volume consisted of \$3,507,666 in media and \$11,044,025 in capitalized fees.

Accounts gained: IBM Instruments Inc., AMAX Specialty Metals Corp., Darrien Bank. Lost: William Pitt Inc. Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, spot tv 5%, cable tv 2%, business papers 45%, direct mail 5%, other 8%. Employees: 46. Top execs: James J. Marquardt, president; Edwin J. Roche, exec vp. Phone: (203) 327-0890.

McCaffery & Ratner, New York, reported gross income of \$2,517,000 in 1984 on billings of \$18,168,000. In 1983, it reported gross income of \$1,176,000 on billings of \$9,634,500. In 1984, volume consisted of \$11,500,000 in media, \$3,000,000 in materials and services and \$3,668,000 in capitalized fees. In 1983, volume consisted of \$5,100,000 in media, \$2,200,000 in materials and services and \$2,334,500 in capitalized fees.

Accounts gained: American Express, Anne Klein, Monitor Systems, National Geographic, Port Authority. Lost: None. Billings breakdown: Newspapers 28%, magazines 34%, supplements 3%, radio 12%, spot tv 4%, outdoor 2%, business papers 2%, point of sale 5%, direct mail 5%, other 5%. Employees: 30. Top execs: Samuel I. Ratner, chairman; William McCaffery, president; Sheila McCaffery, senior vp-art; Jay Cheek, senior vp-copy. Phone: (212) 661-8940.

McDougall Associates, Peabody, Mass., reported gross income of \$1,139,400 in 1984 on billings of \$8,311,900. In 1983, it reported gross income of \$1,135,800 on billings of \$7,429,400. In 1984, volume consisted of \$1,441,700 in media, \$562,400 in materials and services and \$6,307,800 in capitalized fees. In 1983, volume consisted of \$1,338,500 in media, \$766,900 in materials and services and \$5,324,000 in capitalized fees.

Accounts gained: Boston Dental, Consumers Bank, CBS Financial Corp., Peerless Inc., Boston Chimney & Tower, Ventron, Waltham Savings Bank, Slade Gorton, ITS, Dynapert/HTC, Darling & Associates, Varian. Lost: Keene Savings Bank. Billings breakdown: Newspapers 35%, magazines 30%, radio 30%, spot tv 5%. Employees: 29. Top execs: Michael J. McDougall, chairman; Daniel R. McDougall, president; Philip H. Hureau, treasurer; Ralph Carola, vp-acct services. Phone: (617) 532-6500.

Howard Miller Associates, Lancaster, Pa., reported gross income of \$3,028,705 in 1984 on billings of \$7,977,685. In 1983, it reported gross income of \$2,412,434 on billings of \$5,492,890. In 1984, volume consisted of \$1,233,420 in media, \$922,450 in materials and services and \$5,821,815 in capitalized fees. In 1983, volume consisted of \$913,828 in media, \$955,306 in materials and services and \$3,623,746 in capitalized fees.

Accounts gained: Burlington-Northern. Lost: Best Programs. Billings breakdown: Magazines 3%, network tv 20%, business papers 70%, direct mail 7%. Employees: 13. Top execs: Howard J. Miller Jr., president; J. Scott Franks, senior vp. Phone: (717) 291-1130. ☐

Montgomery & Associates, King of Prussia, Pa., reported gross income of \$2,115,000 in 1984 on billings of \$15,100,000. In 1983, it reported gross income of \$1,900,000 on billings of \$13,900,000. In 1984, volume consisted of \$10,750,000 in media, \$1,350,000 in materials and services and \$3,000,000 in capitalized fees. In 1983, volume consisted of \$10,300,000 in media, \$1,200,000 in materials and services and \$2,400,000 in capitalized fees.

Accounts gained: Abington Hospital, All Flow Corp., Coil Co., First Jersey National Bank,

Greenview Inc., Lavino Shipping, Oracare Consultants Inc. Lost: None. Billings breakdown: Newspapers 15%, magazines 19%, radio 17%, spot tv 36%, outdoor 2%, business papers 8%, direct mail 3%. Employees: 34. Top execs: Harold B. Montgomery, president; Barclay Hallowell, senior vp-client services; Spencer Meschter, vp-client services; Alan L. Bobbe, vp-media; James D. Block, vp-creative. Phone: (215) 768-0322.

Mullen Advertising, Beverly Farms, Mass., reported gross income of \$2,250,100 in 1984 on billings of \$15,000,657. In 1983, it reported gross income of \$1,590,000 on billings of \$10,600,000. In 1984, volume consisted of \$9,726,500 in media, \$1,153,490 in materials and services and \$4,120,667 in capitalized fees. In 1983, volume consisted of \$7,015,167 in media, \$751,500 in materials and services and \$2,833,333 in capitalized fees.

Accounts gained: Apollo Computer, Bostick div of Emhart Corp., Data Industrial Corp., National Sea Products, "New England Journal of Medicine," Pcept Inc., The Sailboats Northeast Group, Son Yacht Charters, Total Communications, Inc. magazine. Lost: Acoustic Research, Mark of the Unicorn, Saunders Hotels, Ovation Technologies, M.W. Carr Inc., Ericson Yachts, Trak-Kneissl Inc. Billings breakdown: Newspapers 10%, magazines 42%, radio 15%, spot tv 10%, outdoor 2%, business papers 14%, point of sale 2%, direct mail 3%, other 2%. Employees: 34. Top execs: James X. Mullen, president; Joseph M. Grimaldi, senior vp-director of client services; Paul H. Silverman, senior vp-creative director; Stephen W. Haesche, senior vp-art. Phone: (617) 927-7222. ☐

Mutual Media Inc., New York, had estimated gross income of \$3,630,000 in 1984 on billings of \$24,200,000, all in media. In 1983, it had estimated gross income of \$3,060,000 on billings of \$20,400,000, all in media. No volume breakout was provided. Accounts gained: Atlas-Slatus Sales Co., B&J Mktg Ltd., Hobar Group, Intl Capital & Technology Corp., Marketing Services Corp., Robeson Industries Corp., R.O.I. Group, Surge Pharmaceutical Co. Lost: None. Billings breakdown: Newspapers 2%, magazines 5%, radio 10%, network tv 5%, spot tv 78%. Employees: 30. Top execs: David Blank, president; Richard Blank, vp. Phone: (212) 490-2040.

S. Gunnar Myhrbeck & Co., Norwell, Mass., had estimated gross income of \$1,381,000 in 1984 on billings of \$8,830,710. In 1983, it had estimated gross income of \$945,000 on billings of \$6,065,630. In 1984, volume consisted of \$1,236,000 in media, \$2,839,000 in materials and services and \$4,755,710 in capitalized fees. In 1983, volume consisted of \$856,200 in media, \$1,681,000 in materials and services and \$3,528,430 in capitalized fees.

Accounts gained: Waltham Chemical Pump, Avedis Zildjian Co., Sprague Air Controls, Boston Whaler, Cole Hersee Co. Lost: None. Billings breakdown: Newspapers 15%, magazines 65%, radio 10%, outdoor 5%, transit advertising 5%. Employees: 25. Top execs: S. Gunnar Myhrbeck, chairman-treasurer; Robert H. Brandt, president; Aristides Viegas, vice chairman. Phone: (617) 871-2730. ☐

Naftzger & Kuhe, Farmington, Conn., reported gross income of \$1,492,511 in 1984 on billings of \$12,174,671. In 1983, it reported gross income of \$1,048,328 on billings of \$9,583,421. In 1984, volume consisted of \$3,825,000 in media,

\$1,165,054 in materials and services and \$7,184,617 in capitalized fees. In 1983, volume consisted of \$4,025,000 in media, \$849,515 in materials and services and \$4,708,906 in capitalized fees.

Accounts gained: Ensign-Bickford Fibre Optics, Connecticut Hospital Assn, Toski Golf Co. Lost: Sounder Sports, Connecticut Bank & Trust. Billings breakdown: Newspapers 10%, magazines 29%, radio 15%, spot tv 20%, outdoor 1%, business papers 23%, direct mail 2%. Employees: 30. Top execs: John Naftzger, president; H. James Kuhe, exec vp. Phone: (203) 677-7900.

Needham & Grohmann, New York, reported net income of \$96,664 and gross income of \$2,435,749 in 1984 on billings of \$17,063,980. In 1983, it reported net income of \$23,561 and gross income of \$1,932,483 on billings of \$12,901,867. In 1984, volume consisted of \$10,050,321 in media, \$2,867,233 in materials and services and \$4,146,426 in capitalized fees. In 1983, volume consisted of \$7,983,816 in media, \$1,934,320 in materials and services and \$2,983,731 in capitalized fees. The figures include those of U.S. subsidiary:

• Needham & Grohmann South
The agency did not gain or lose any accounts. Billings breakdown: Newspapers and magazines 98%, radio 1.7%, outdoor 0.3%. Employees: 39 in two offices. Top execs: Howard A. Heinsius, president-CEO; C. Michael Edgar, exec vp; James E. Paroline, senior vp-finance/operations. Phone: (212) 245-6200.

O'Sullivan Advertising/Public Relations, Morristown, N.J., reported net income of \$62,391 and gross income of \$1,085,120 in 1984 on billings of \$8,914,630. In 1983, it reported net income of \$27,350 and gross income of \$942,619 on billings of \$8,024,615. In 1984, volume consisted of \$6,103,723 in media and \$2,810,907 in materials and services. In 1983, volume consisted of \$5,610,700 in media and \$2,413,915 in materials and services.

Accounts gained: Allied Corp. special projects, Regional Oil, Bendix special projects, Peugeot, John Dusenberry & Co. Lost: None. Billings breakdown: Newspapers 10%, magazines 45%, radio 2%, spot tv 2%, point of sale 10%, direct mail 25%, other 6%. Employees: 22. Top exec: Owen M. O'Sullivan, president. Phone: (201) 267-1440. ☐(†)

Penchina, Selkowitz, New York, reported gross income of \$2,900,000 in 1984, of which \$150,000 was from non-U.S. business, on billings of \$20,101,250. In 1983, it reported gross income of \$2,300,000, of which \$350,000 was in non-U.S. activity, on billings of \$16,543,890. In 1984, U.S. volume of \$18,951,100 consisted of \$14,600,000 in media, \$2,150,000 in materials and services and \$2,201,100 in capitalized fees. In 1983, U.S. volume of \$14,213,890 consisted of \$12,375,000 in media, \$725,000 in materials and services and \$1,113,890 in capitalized fees.

Overseas billings in 1984 of \$1,150,150 included \$700,000 in media, \$150,000 in materials and services and \$300,150 in capitalized fees. Overseas volume in 1983 was \$230,000, all in media.

Accounts gained: NBC's WYNY radio. Lost: Jefferson-Pilot Insurance Cos. Billings breakdown: Newspapers 14%, magazines 24%, radio 5%, network tv 51%, outdoor 3%, direct mail 3%. Employees: 17. Top execs: Arthur Selkowitz, president; Steven Penchina, chairman; Norman Siegel, Rochelle Boyarsky, Steven Brookstein, senior vps. Phone: (212) 980-6677. ☐

Top 10 I and II agencies by direct marketing billings

(\$ in 000,000)

Rank	Agency	Direct marketing billings	U.S. billings	%*
1	Ogilvy & Mather	162.4	1,804.3	9.0
2	Direct Marketing Agency	49.7	50.2	99.0
3	Doyle Dane Bernbach	43.4	1,085.1	4.0
4	Young & Rubicam	36.6	2,155.1	1.7
5	Epsilon Data Management	33.6	33.9	99.0
6	Stone & Adler	29.7	72.7	40.8
7	Leber Katz Partners	27.9	279.3	10.0
8	Wunderman Ricotta Kline	27.0	207.8	13.0
9	Barry Blau Partners	25.9	30.8	84.0
10	Kallir Philips Ross	21.5	98.0	22.0

* Direct marketing billings as a % of an agency's U.S. capitalized billings
NOTE: This chart was compiled from information provided by 144 I and II agencies

Pesin, Sydney & Bernard Advertising, New York, reported estimated gross income of \$1,200,000 in 1984 on estimated billings of \$7,705,000. In 1983, it reported gross income of \$1,153,550 on billings of \$7,691,200. In 1984, volume consisted of \$5,825,000 in media, \$280,000 in materials and services and \$1,600,000 in capitalized fees. In 1983, volume consisted of \$5,675,000 in media, \$282,000 in materials and services and \$1,734,200 in capitalized fees.

Accounts gained: Buccellati Silver, Government of Israel Coins & Medals Corp. Lost: None. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 5%, spot tv 5%, outdoor 2%, business papers 6%, point of sale 5%, direct mail 7%. Employees: 21 in two offices. Top exec: Sydney J. Cohn, president.

Phone: (212) 752-2212 ☐

Plapler & Associates, New York, reported gross income of \$4,471,346 in 1984 on billings of \$30,001,280. In 1983, it reported gross income of \$1,557,671 on billings of \$10,521,630. In 1984, volume consisted of \$25,548,388 in media, \$2,665,332 in materials and services and \$1,787,560 in capitalized fees. In 1983, volume consisted of \$8,875,000 in media, \$1,026,320 in materials and services and \$620,310 in capitalized fees.

Accounts gained: Hammond Inc., Planned Parenthood Federation, People For The American Way. Lost: None. Billings breakdown: Newspapers 43%, magazines 3%, radio 23%, network tv 8%, spot tv 15%, outdoor 6%, business papers 1%, transit advertising 1%. Employees: 30. Top execs: Larry Plapler, chairman-ceo; Bob Phillips, John Russo, Robert Wilvers, senior vp-creative directors; Ernie Fossa, senior vp-media director.

Phone: (212) 807-7999.

Poppe Tyson, New York, a subsidiary of D'Arcy MacManus Masius, reported gross income of \$3,100,000 in 1984 on billings of \$20,666,667. In 1983, it reported gross income of \$3,047,685 on billings of \$20,317,900. In 1984, volume consisted of \$8,959,616 in media, \$2,031,786 in materials and services and \$9,675,265 in capitalized fees. In 1983, volume consisted of \$8,867,595 in media, \$2,101,105 in materials and services and \$9,349,200 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• Malverne

Accounts gained: Barclays Bank of North America, Connor Forest Industries, Grumman Data Systems, Intl Exposition, Nassau County, Penton Design Show, Port Authority N.Y./N.J., Charles Ross & Co., Top of the Park. Lost: Cooper Industries' Electrical Construction Materials div, Hearst Corp.'s American Druggist, Facit, Polytechnic Institute, Zak. Billings breakdown: Newspapers 22%, magazines 38%, radio 1.6%, network tv 4.5%, outdoor 3.4%, other 30.5%. Employees: 44 in two offices. Top execs: Fred C. Poppe, chairman-ceo; Fergus O'Daly, president.

Phone: (212) 725-2900.

Potter Hazlehurst, East Greenwich, R.I., reported net income of \$69,832 and gross income of \$2,053,942 in 1984 on billings of

\$15,599,762. In 1983, it reported net income of \$54,115 and gross income of \$1,817,993 on billings of \$14,111,803. In 1984, volume consisted of \$5,702,392 in media, \$1,902,819 in materials and services and \$7,994,551 in capitalized fees. In 1983, volume consisted of \$4,966,801 in media, \$1,988,272 in materials and services and \$7,156,730 in capitalized fees. Accounts gained and lost: N/A. Billings breakdown: Newspapers 22%, magazines 47%, radio 2%, spot tv 11%, outdoor 2%, business papers 16%. Employees: 47. Top execs: Thomas E. Hazlehurst, president; Herbert C. Sawyer, exec vp-treasurer; Nathaniel Frothingham, senior vp.

Phone: (401) 885-4300.

Pringle Dixon Pringle, Atlanta, reported gross income of \$2,346,000 in 1984 on billings of \$15,745,000. In 1983, it reported gross income of \$2,051,250 on billings of \$13,315,000. In 1984, volume consisted of \$9,370,000 in media, \$1,440,000 in materials and services and \$4,935,000 in capitalized fees. In 1983, volume consisted of \$8,215,000 in media, \$1,085,000 in materials and services and \$4,015,000 in capitalized fees.

Accounts gained: Collins & Aiken, Community Federal s&l, First Federal of Panama City, The Cumberland, Connecticut Valley Arms, Camel Outdoor Equipment, Anheuser-Busch (Southeast), Touche Ross. Lost: Domino's Pizza, Jekyll Island. Billings breakdown: Newspapers 16%, magazines 22%, radio 10%, spot tv 28%, cable tv 3%, outdoor 5%, point of sale 2%, direct mail 8%, other 6%. Employees: 52. Top execs: Jim Pringle, president; Jobie Dixon, exec vp; Jan Pringle, president-pr; Bill Pruett, senior vp; Curt Zimmerman, vp; Doug Hancock, vp-finance; Bill Aydlotte, vp-creative director; Jeanne Cartwright, vp-medical director.

Phone: (404) 261-9542. ☐

Mel Richman Inc., Bala Cynwyd, Pa., reported gross income of \$3,750,000 in 1984 on billings of \$25,000,000. In 1983, it reported gross income of \$4,275,000 on billings of \$28,505,000. In 1984, volume consisted of \$12,000,000 in media, \$5,000,000 in materials and services and \$8,000,000 in capitalized fees. In 1983, volume consisted of

\$13,000,000 in media, \$5,500,000 in materials and services and \$10,005,000 in capitalized fees.

Accounts gained: Princeton Bank, Soft-Switch computer software, Beneficial National Bank (Wilmington, Del.), Bank Credit Cards, Keystone Health Plan, BC/BS HMO (Camp Hill, Pa.), Memoire Collection, Diamond Anniversary Rings. Lost: Hamilton Watch Co. Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 20%, business papers 10%, point of sale 1%, direct mail 4%, other 20%. Employees: 75. Top execs: Mel Richman, chairman; William F. Robertson, president-ceo; Hank Kozlowski, Ron Tucker, exec vps; Richard Keith, senior vp-creative director; Jim Scharnberg, senior vp-exec art director; Russ Gazzara, Biff Maddock, Bob Back, senior vps-account services; Bill Graham, senior vp-media services; Richard Booth, senior vp-finance.

Phone: (215) 667-8900. ☐

Rizzo, Simons, Cohn, Boston, reported net income of \$254,691 and gross income of \$2,712,572 in 1984 on billings of \$19,198,777. In 1983, it reported net income of \$112,953 and gross income of \$1,252,093 on billings of \$10,491,389. In 1984, volume consisted of \$4,684,014 in media, \$2,064,414 in materials and services and \$12,450,349 in capitalized fees. In 1983, volume consisted of \$2,243,737 in media, \$1,466,543 in materials and services and \$6,781,109 in capitalized fees.

Accounts gained: Cullinet Software/corporate and recruitment; Nashua Corp.'s computer products div; Biltrite Corp., Natural Juice Co., Viewlogic Systems, Vermont Maple Orchards. Lost: Kiddie Products, Symbolics, Boston Herald. Billings breakdown: Newspapers 9%, magazines 40%, radio 7%, spot tv 8%, outdoor 1%, business papers 17%, transit advertising 1%, point of sale 6%, direct mail 4%, other 7%. Employees: 37. Top execs: J. Peter Rizzo, president; Thomas S. Simons, Richard E. Cohn, exec vps-creative directors.

Phone: (617) 423-2700. ☐

Robbins & Ries Advertising, New York, reported net income of \$113,082 and gross income of \$1,241,327 in 1984 on billings of

\$8,276,140. In 1983, it reported net income of \$79,815 and gross income of \$934,888 on billings of \$6,232,939. In 1984, volume consisted of \$5,860,978 in media, \$1,161,682 in materials and services and \$1,253,480 in capitalized fees. In 1983, volume consisted of \$4,578,538 in media, \$956,826 in materials and services and \$697,575 in capitalized fees.

Accounts gained: WLTW-fm, WSSH-fm (Lowell/Boston). Lost: None. Billings breakdown: Newspapers 36%, magazines 9%, radio 15%, spot tv 23%, outdoor 7%, transit advertising 3%, point of sale 2%, direct mail 5%. Employees: 18. Top execs: Sherman M. Robbins, president; Thomas W. Ries, exec vp.

Phone: (212) 686-6220. ☐

Sacks & Rosen, New York, reported gross income of \$4,942,000 in 1984 on billings of \$28,000,000. In 1983, it reported gross income of \$4,730,000 on billings of \$26,800,000. Total volume was in media for both years.

Accounts gained: Conde Nast Publications special projects, Blanton's Bourbon, Aquascutum of England, Paul Bocuse Cognac, Parfums Caron, Roma Industries, Tannavulin Malt Scotch Whiskey, Lee Myers Transmission Centers, Hamilton Watch Co. Lost: Lady Manhattan. Billings breakdown: Newspapers 10%, magazines 35%, supplements 10%, radio 5%, spot tv 20%, outdoor 2%, business papers 3%, direct mail 15%. Employees: 45. Top execs: Leonard Sacks, president; Michael Rosen, exec vp; David Griffing, Amy Gold, vps-creative directors; Fred Milman, vp-mktg director; Gerald Jacobs, comptroller.

Phone: (212) 986-4004.

Murray Salit & Associates, New York, reported gross income of \$1,020,000 in 1984 on billings of \$6,200,000. In 1983, it reported gross income of \$1,132,000 on billings of \$6,900,000.

The agency's 1984 volume consisted of \$5,200,000 in media and \$1,000,000 in materials and services. Its 1983 volume consisted of \$5,800,000 in media and \$1,100,000 in materials and services.

In 1984 the agency gained: Opp & Micolas textiles, Triangle Apparel, Stringbean Ties, Moe Ginsburg Clothiers, Wally Frank To-

bacconists. It lost: Crompton Textiles, Teenform.

Billings breakdown: Newspapers 15%, magazines 50%, spot tv 25%, business papers 10%. Employees: 13. Top execs: Murray Salit, president; Charles Auerbach, exec vp; Arthur Trostler, senior vp.

Phone: (212) 661-7300.

Schaefer Advertising, King of Prussia, Pa., reported gross income

An eerie pattern has turned up in which the big winners (on an annual percentage basis) one year often turn up among those with smallest increases the next. Tatham-Laird & Kudner, Ally & Gargano and Bloom Cos. were among the top 10 of the 50 biggest agencies last year in year-to-year gains in U.S. billings. This year, all fell among the top 10 in "smallest increase," joining William Esty Co. and Kenyon & Eckhardt which have camped out on the chart two years running. Saatchi & Saatchi Compton and TBWA are "big gainers" two years in a row, and Leo Burnett Co. exited 1983's "smallest" for 1984's "biggest."

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East: Ill agencies \$1,000,000-\$5,000,000



of \$3,050,000 in 1984 on billings of \$20,300,000. In 1983, it reported gross income of \$2,655,000 on billings of \$17,700,000. In 1984, volume consisted of \$8,700,000 in media, \$1,750,000 in materials and services and \$9,850,000 in capitalized fees. In 1983, volume consisted of \$7,740,000 in media, \$1,910,000 in materials and services and \$8,050,000 in capitalized fees.

Accounts gained: ADP Canada, Best Impressions, CRC Chemicals, Fairmount Psychiatric Institute, Mars Electronics, Matheson Gas Products, Sun Carriers Inc., System Automation Corp., Yale Materials Handling. Lost:

MAI/Sorbus Service. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, network tv 8%, business papers 35%, direct mail 12%. Employees: 53. Top execs: A.O. Schaefer Jr., president; Joseph A. Meehan Jr., senior vp-creative services; Paul Stevens, senior vp-creative services; Jim Bruno, president-Woodward & Schaefer (pr subsidiary). Phone: (215) 337-0550.

Serino, Coyne & Nappi, New York, reported gross income of \$4,377,000 in 1984 on billings of \$29,177,000. In 1983, it reported gross income of \$3,008,000 on bill-

ings of \$20,063,000. In 1984, volume consisted of \$21,867,000 in media, \$4,932,000 in materials and services and \$2,378,000 in capitalized fees. In 1983, volume consisted of \$15,021,000 in media, \$3,402,000 in materials and services and \$1,640,000 in capitalized fees.

Accounts gained: "42nd Street," "Ma Rainey's Black Bottom," "Noises Off," "Sunday In The Park With George," "Harrigan & Hart," "Biloxi Blues," "The Odd Couple," "The Octette Bridge Club," "Strange Interlude," WQXR-fm. Lost: WABC-TV. Billings breakdown: Newspapers 42%, radio 15%, spot tv 38%, outdoor 2%, transit advertising 3%. Employees: 44. Top execs: Matthew Serino, president; Nicholas Nappi, Nancy Coyne, exec vps. Phone: (212) 704-3900. ☑

Shaller, Rubin & Winer, New York, reported gross income of

\$4,570,000 in 1984 on billings of \$29,900,000. In 1983, it reported gross income of \$4,410,000 on billings of \$29,400,000. In 1984, volume consisted of \$18,400,000 in media, \$5,500,000 in materials and services and \$6,000,000 in capitalized fees. In 1983, volume consisted of \$18,200,000 in media, \$5,200,000 in materials and services and \$6,000,000 in capitalized fees.

Accounts gained: Garan Man new products, Gazella Wine new products, Alexander Julian Leather Goods, Merrell Dow Pharmaceuticals new products, Becton Dickinson's public safety div; Requisites Men's Skin Treatment. Lost: None. Billings breakdown: Newspapers 10%, magazines 15%, supplements 5%, radio 20%, network tv 10%, spot tv 40%. Employees: 40. Top execs: Mel Rubin, Milt Shaller, co-chairmen; Arnold Winer, president-ceo. Phone: (212) 598-6900.

Sherwood & Schneider, New York, had estimated gross income of \$3,518,000 in 1984 on billings of \$23,100,000. In 1983, it reported gross income of \$2,325,000 on billings of \$15,500,000. In 1984, volume consisted of \$21,100,000 in media and \$2,000,000 in materials and services. The agency did not break out its volume in 1983.

Accounts gained: Bulova Watch Co., Walt Disney Pictures, Habersett Bros. Lost: None. Billings breakdown: Newspapers 8%, magazines 25%, radio 6%, network tv 12%, spot tv 40%, cable tv 1%, outdoor 3%, direct mail 3%, other (sales promotion) 3%. Employees: 42. Top execs: Marvin Schneider, chairman-ceo; Lew Sherwood, president; Brendan Hawk, exec vp. Phone: (212) 486-8800.

Siesel Co., New York, had estimated gross income of \$2,085,000 in 1984 on billings of \$13,750,600. In 1983, it had estimated gross income of \$1,739,000 on billings of \$11,475,000. In 1984, volume consisted of \$5,030,000 in media, \$850,000 in materials and services and \$7,870,600 in capitalized fees. In 1983, volume consisted of \$4,179,500 in media, \$775,500 in materials and services and \$6,500,000 in capitalized fees.

Accounts gained: Marli Inc., Villeroy & Boch—Tile & Plumbing div, Panelization Systems, Butler Walker Inc., IDCNY's Intl Design Center, Forox Corp., Gulf & Western's Simmons Univesale wall coverings. Lost: Regent-Sheffield Inc. Billings breakdown: Newspapers 13%, magazines 41%, radio 8%, business papers 30%, point of sale 5%, direct mail 3%. Employees: 42. Top execs: Alfred J. Siesel, president-ceo; Daniel Siesel, exec vp-coo; Claire Coleman, senior vp-pr; Roger Kafka, Frances Lyons, senior vps. Phone: (212) 759-6500.

Silberman Whitebrow Dolan, Philadelphia, reported net income of \$1,530,000 in 1984 on billings of \$10,200,000. In 1983, it reported gross income of \$1,215,000 on billings of \$8,100,000. In 1984, volume consisted of \$4,935,000 in media, \$2,665,000 in materials and services and \$2,600,000 in capitalized fees. In 1983, volume consisted of \$3,365,000 in media, \$2,335,000 in materials and services and \$2,400,000 in capitalized fees.

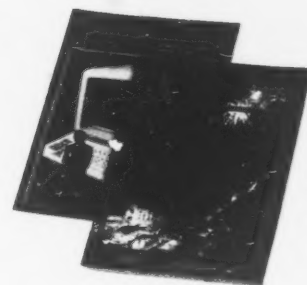
Accounts gained: Tenly Enterprises, HMO Great Lakes, Fleur de Lait Foods, Penn Center Inn. Lost: National Auto Stores. Billings breakdown: Newspapers 8%, magazines 36%, supplements 1%, radio 10%, spot tv 33%, cable tv 1%, outdoor 4%, business papers 4%, transit advertising 1%, point of sale 2%. Employees: 21. Top execs: Eli Silberman, president; Leo J. Dolan Jr., exec vp; Harold Ziebelman, senior vp. Phone: (215) 665-1202.

Simms & McIvor, Bound Brook, N.J., reported gross income of \$1,642,000 in 1984 on billings of \$11,350,000. In 1983, it reported gross income of \$1,705,000 on billings of \$11,860,000. In 1984, volume consisted of \$612,000 in media, \$1,733,000 in materials and services and \$9,005,000 in capitalized fees. In 1983, volume consisted of \$432,000 in media, \$1,751,000 in materials and services and \$9,677,000 in capitalized fees.

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Accounts gained: Becton Dickinson, Gyneco, EBI Inc., Johnson & Johnson Alternative Care Marketing, Johnson & Johnson Hospital Services, Medi-tech, Mansfield Scientific. Lost: Meadox Medicals. Billings breakdown: Magazines 15%, cable tv 2%, point of sale 3%, direct mail 15%, other 65%. Employees: 32. Top execs: Patrick S. McIvor, president; Gene E. Hollen, exec vp-acct super; Stan Cohen, vp-production & acct coordination; Doug Barton, vp-creative director. Phone: (201) 560-1410. ☐

J. Richard Smith Advertising, Old Bethpage, N.Y., had estimated gross income of \$2,150,000 in 1984 on billings of \$14,196,030. In 1983, it had estimated gross income of \$1,800,000 on billings of \$11,868,680. The agency's 1984 volume consisted of \$8,015,000 in media, \$785,000 in materials and services and \$5,396,030 in capitalized fees. Its 1983 volume consisted of \$7,870,000 in media, \$637,000 in materials and services and \$3,361,680 in capitalized fees.

In 1984 the agency gained: Webcor, Lane Leasing, Huntington Honda, Valley Stream Subaru, AMC Jeep, Park Avenue Dental, 360 Leasing, Auto Rite Stores, Med-i-tec, Spandage, Rad Oil, North Shore Honda, South Shore Honda. It lost: 60 Minute Photo, Poly-Pak.

Billings breakdown: Newspapers 30%, magazines 13%, supplements 7%, radio 16%, spot tv 20%, cable tv 2%, transit advertising 1%, point of sale 1%, direct mail 10%. Employees: 26. Top execs: Gerald R. Smith, president; Wayne Gastman, exec vp-production; Sandra Smith, secretary-treasurer; Michael Smith, exec vp-accts; Allan E. Meyerson, creative director. Phone: (516) 293-8700.

Smith Burke & Azzam, Baltimore, reported gross income of \$4,420,700 in 1984 on billings of \$31,570,829. In 1983, it reported gross income of \$3,168,700 on billings of \$24,120,070. In 1984, volume consisted of \$10,374,024 in media, \$2,593,505 in materials and services and \$18,603,300 in capitalized fees. In 1983, volume consisted of \$8,849,590 in media, \$1,951,000 in materials and services and \$13,319,480 in capitalized fees.

Accounts gained: Baltimore Baseball Club, Marriott Food Service, Public Broadcasting Service, The Bank of Baltimore, Head Sportswear, National Public Radio, Baltimore Luggage Co. Lost: None. Billings breakdown: Newspapers 8%, magazines 2%, supplements 0.5%, radio 10.5%, spot tv 65%, out-

door 0.5%, business papers 1%, point of sale 0.5%, direct mail 12%. Employees: 58 in two offices. Top execs: Barry L. Smith, president; Joseph McD. Burke, chairman; Eugene Azzam, exec vp-creative director; Graham V. Kirk, senior vp-acct services; Roger L. Gray, senior vp-cfo; Thomas Little, president-Atlanta. Phone: (301) 727-4306. ☐

Sommer Inc., Englewood, N.J., reported net income of \$265,284 and gross income of \$1,473,800 in 1984 on billings of \$2,277,700. In 1983, it reported net income of \$172,504 and gross income of \$1,078,150 on billings of \$7,188,700. In 1984, volume consisted of \$4,690,000 in media, \$2,002,000 in materials and services and \$3,135,700 in capitalized fees. In 1983, volume consisted of \$3,220,000 in media, \$1,901,000 in materials and services and \$2,067,700 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary: • Sommer & Benton

Accounts gained: Ziyad Inc., E.T. Electrotech, GTE-Sylvania Lighting Equipment div, OK Industries, Wire Graphics. Lost: None. Billings breakdown: Newspapers 5%, magazines 83%, radio 2%, direct mail 10%. Employees: 24 in two offices. Top execs: Bernard Sommer, president; Dom Mauro, exec vp; Bill Brennan, senior vp; Cheryl Benton, vp. Phone: (201) 568-3838.

Specht, Gilbert & Partners, New York, a subsidiary of Jordan, Case & McGrath, reported gross income of \$2,475,000 in 1984 on billings of \$15,200,000. In 1983, it reported gross income of \$2,700,000 on billings of \$17,800,000. In 1984, volume consisted of \$14,000,000 in media, \$1,000,000 in materials and services and \$200,000 in capitalized fees. In 1983, volume consisted of \$16,000,000 in media, \$1,200,000 in materials and services and \$600,000 in capitalized fees.

Accounts gained: General Cigar's D'Jeep Lighters. Lost: None. Billings breakdown: Magazines 1%, network tv 90%, spot tv 5%, cable tv 4%. Employees: 15. Top execs: Ilon Specht, creative director; Don Gilbert, president. Phone: (212) 906-3850.

Spencer Bennett Nowak, Seekonk, Mass., reported gross income of \$1,557,000 in 1984 on billings of \$10,441,000. In 1983, it reported gross income of \$1,255,000 on billings of \$8,370,850. In 1984, volume consisted of \$2,434,000 in media,

\$2,117,000 in materials and services and \$5,890,000 in capitalized fees. No volume breakout was provided for 1983.

Accounts gained: Carleton Corp., Maxitron Inc., Monsanto Polymer Products, Polaroid Commercial Chemicals Group, Rogers Corp., Royce Data. Lost: None. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, business papers 60%, direct mail 15%, other 5%. Employees: 36 in two offices. Top execs: Sheldon D. Spencer, chairman; Edward G. Nowak Jr., president; Richard E. Donnelly Jr., exec vp. Phone: (617) 336-5801. ☐

Franklin Spier Inc., New York, a subsidiary of BBDO International, reported gross income of \$3,014,000 in 1984 on billings of \$20,094,000. In 1983, it reported gross income of \$2,748,000 on billings of \$18,329,000. In 1984, volume

consisted of \$12,630,000 in media, \$2,628,000 in materials and services and \$4,836,000 in capitalized fees. In 1983, volume consisted of \$11,130,000 in media, \$2,013,000 in materials and services and \$5,186,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the U.S. subsidiary:

• Spier/BBDO

Accounts gained for Franklin Spier Inc.: Houghton Mifflin, Berkley Publishing, Ticknor Fields, American Heritage. Lost: Columbia University Press, Princeton University, Harry N. Abrams.

Accounts gained for Spier/BBDO: Rouse Corp., Bert Stratford Productions, Jani Enterprises, Columbia Artists.

Billings breakdown: Newspapers 42%, magazines 23%, radio 12%, network tv 2%, spot tv 5%, cable tv 1%, outdoor 2%, business papers 4%,

transit advertising 1%, point of sale 2%, direct mail 4%, other 2%. Employees: 41. Top execs: Lee Simmons, president-ceo-Franklin Spier; Alix Nelson, senior vp-Franklin Spier; Tom Wells, president-Spier/BBDO, vp-Franklin Spier. Phone: (212) 679-4441.

Philip Stogel Co., New York, which merged Sweet Advertising of Mount Morris, Ill., into its business in February, 1985, had estimated gross income of \$3,717,000 in 1984 on billings of \$14,711,170. In 1983, it had estimated gross income

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East: III agencies \$1,000,000-\$5,000,000



of \$3,634,000 on billings of \$14,216,350. Figures do not include those of Sweet & Co. In 1984, volume consisted of \$9,601,150 in media, \$3,440,020 in materials and services and \$1,670,000 in capitalized fees. In 1983, volume consisted of \$9,450,600 in media, \$3,095,750 in materials and services and \$1,670,000 in capitalized fees.

Accounts gained: Botany 500, DMI, Deutsch Associates, Dundee Mills (Griffin, Ga.), Essex Wallcoverings, Fashion Wallcoverings (div of GTR), Gamble Brothers (Louisville, Ky.), Haviland & Co., Hoyne Industries (Rolling Meadows, Ill.), iittala usa, Kay Mfg Co., Kentile Floors, Kimball Furniture, La-Z-Boy Showcase Shoppes, Lewittes Enterprises, Lipparini Inc., Mersman/Woldron Furniture (Celina, N.Y.), Navan Carpets, Schroeder, Gary, Chair Co. Lost: Typetron. No billings breakdown was provided.

Phone: (212) 682-7600.

Sutton Communications, New York, reported gross income of \$1,600,000, of which \$200,000 was non-U.S. contributions, in 1984 on billings of \$11,000,000. In 1983, it reported gross income of \$1,200,000, of which \$200,000 was non-U.S. contributions, on billings of \$8,000,000. U.S. volume was \$9,500,000 in 1984 and \$6,500,000 in 1983. Overseas volume was \$1,500,000 in both 1984 and 1983. No volume breakdown in U.S. or foreign billings volume was provided for either year.

Figures include those of U.S. subsidiary:

• Sutton Special Projects Group, Northbrook, Ill.

Accounts gained: G.D. Searle & Co. (additional assignment), Abbott Laboratories (additional assignment) Cooley's Anemia Foundation, Sero Laboratories. Lost: none. Billings breakdown: Magazines 60%, direct mail 30%, other 10%. Employees: 25 in two offices. Top execs: Glenn DeSimone, president; Nort Bransco, exec vp; Stan Dornfest, Nancy Larsen, Steve Spittel, vps.

Phone: (212) 682-7090. ☑

Symon & Hilliard, New York, reported gross income of \$2,448,000 in 1984 on estimated billings of \$19,584,000. In 1983, it reported gross income of \$2,343,750 on estimated billings of \$18,750,000. No capitalized volume breakdowns were provided for either year.

Accounts gained: Black & Decker Housewares div, Levinson Conover, Axelrod, Wheaton & Grayzel. Lost: None. No billings breakdown was provided. Employees: 15. Top execs: James Symon, chairman; Tony Hilliard, vice chairman.

Phone: (212) 505-0688.

TCI Advertising, Stamford, Conn., reported net income of \$236,110 and gross income of \$1,320,317 in 1984 on billings of \$9,958,843. In 1983, it reported net income of \$159,511 and gross income of \$1,042,215 on billings of \$8,225,809. In 1984, volume consisted of \$2,949,611 in media, \$1,145,935 in materials and services and \$5,863,297 in capitalized fees. In 1983, volume consisted of \$1,941,576 in media, \$1,260,396 in materials and services and \$5,023,837 in capitalized fees.

Accounts gained: Communications Week, Distributed Control Systems, Hazeltine Corp., Archtel Systems, Dynaforce Corp. Lost: Sandvik Corp., Reichhold Chemicals (corporate), Information

Displays. Billings breakdown: Newspapers 10%, magazines 40%, business papers 40%, point of sale 5%, direct mail 5%. Employees: 24. Top execs: Michael F. Murphy, president; William P. Kennedy, exec vp-creative director; Jack Willimott, vp.

Phone: (203) 327-9900. ☑

Trahan, Burden & Charles, Baltimore, reported gross income of \$3,035,716 in 1984 on billings of \$20,238,113. In 1983, it reported gross income of \$2,726,254 on billings of \$18,175,031. In 1984, volume consisted of \$11,619,124 in media, \$2,408,633 in materials and services and \$6,210,356 in capitalized fees. In 1983, volume consisted of \$11,092,544 in media, \$2,107,835 in materials and services and \$4,974,652 in capitalized fees.

Accounts gained: M. Rubin & Sons's Sergio Valente menswear, Rouse Co.'s Enterprise Development Co. (Portside Festival Marketplace, Waterside, Water Street Pavilion, Kellogg Center, Sixth Street Marketplace) Allegheny Conference, Travel Committee Inc. Lost: None. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, spot tv 45%, cable tv 5%, outdoor 2%, business papers 5%, point of sale 1%, direct mail 2%. Employees: 47. Top execs: Edward A. Trahan, president; Thomas L. Burden, Allan F. Charles, exec vps.

Phone: (301) 347-7500. ☑

Van Brunt & Co., New York, reported gross income of \$2,900,000 in 1984, of which \$450,000 was non-U.S. contributions, on billings of \$6,695,000. In 1983, it reported gross income of \$2,975,000, of which \$475,000 was in non-U.S. contributions, on billings of \$26,990,000. In 1984, volume consisted of \$9,875,000 in media, \$3,450,000 in materials and services and \$5,670,000 in capitalized fees. In 1983, volume consisted of \$10,000,000 in media, \$3,440,000 in materials and services and \$5,800,000 in capitalized fees.

Overseas, its dollar volume was \$7,700,000 in 1984 and \$7,750,000 in 1983. Volume was not broken down.

The results include those of the agency's U.S. subsidiaries:

• VB/Growick Fashion Advertising
• VB/Mahta Travel Mktg
• VB/Schaeffer PR

Accounts gained: Hearst Publications' Science Digest, Electronic Publishing Services, CDS, Jacques Moret, Sweats Footwear, A'Milano/Skiva Sportswear, N.Y. ADI Newspaper's Supermarket. Lost: WQXR-am/fm New York, Bethlehem Steel, Port of N.Y. & N.J. Authority, Barbados Board of Tourism. Billings breakdown: Newspapers 20%, magazines 30%, radio 16%, spot tv 15%, business papers 8%, transit advertising 3%, direct mail 8%. Employees: 48. Top execs: Edwin Van Brunt, chairman; Albert Van Brunt, president; Howard Karp, exec vp-co-creative director; Robert Gass, director media; William D. Buckley, director broadcast; P.F. Mahta, president/travel mktg-mgmt div; Phillip Growick, senior vp/acct group super; Lou Garcia, vp Van Brunt/Schaeffer pr div; Frank A. Caporaso, controller; Burton Zelner, senior vp acct group mgr; Carl Van Brunt, exec vp/co-creative director; Dot Smith, corp. secretary.

Phone: (212) 949-1300.

Frank Vos Co., New York, a division of SSC&B Inc., New York, reported gross income of \$3,665,000

in 1984 on billings of \$24,435,000. In 1983, it reported gross income of \$3,350,168 on billings of \$22,338,386. In 1984, volume consisted of \$14,681,000 in media, \$1,404,000 in materials and services and \$8,350,000 in capitalized fees. In 1983, volume consisted of \$13,106,725 in media, \$1,381,025 in materials and services and \$7,850,636 in capitalized fees.

Accounts gained: Johnson & Johnson, Citibank, Numivest America, Lynchburg Hardware & General Store. Lost: Lenox Corp. Billings breakdown: Newspapers 10%, magazines 40%, spot tv 20%, direct mail 30%. Employees: 40. Top execs: Frank Vos, chairman; Thomas J. Turner, president.

Phone: (212) 684-7600.

Wahlstrom & Co., Stamford, Conn., Foote, Cone & Belding's specialist agency in Yellow Pages advertising, reported gross income of \$4,822,576 in 1984 on billings of \$32,166,582. In 1983, gross income was \$3,579,445 on billings of \$23,874,898. No volume breakout was provided.

Accounts gained: American National Insurance, Bell Atlantic Systems, Care Health Services, Coldwell Banker, COMPAQ Computer Corp., Computerland, Concordia Corp., EMI, Fujitsu Microelectronics, Great Pacific Hotels, Happy Sleeper Mattress Factories, Kardex Systems, Market Data Retrieval, Ozalid Corp., Reynolds Products, Roofmaster Products Co., Shelby Williams Industries, Starnet Corp., Victor Systems & Equipment, Wheelabrator-Frye & Equipment, World Airways. Lost: Horizon Health Corp., Reynolds Aluminum Building Products. Billings breakdown: Yellow Pages, 100%. Employees: 81 in four offices. Top execs: Francis J. Barton, president; Leon V. Taricani, senior vp; Edward N. Schneek, vp.

Phone: (203) 348-7347.

Warner, Bicking & Fenwick, New York, reported gross income of \$2,345,989 in 1984 on billings of \$15,517,220. In 1983, it reported gross income of \$2,063,220 on billings of \$13,654,018. In 1984, volume consisted of \$5,351,200 in media, \$721,300 in materials and services and \$9,444,720 in capitalized fees. In 1983, volume consisted of \$4,285,000 in media, \$595,300 in materials and services and \$8,773,718 in capitalized fees. Accounts gained: "Electronics Bulletin," STP anti-freeze. Lost: Gibraltar Transmissions. The agency did not break down its billings. Employees: 26. Top execs: John E. Warner, chairman-creative director; Andrew Morris, president.

Phone: (212) 759-7900.

Warren/Kremer Advertising, New York, reported gross income of \$2,483,275 in 1984 on billings of \$15,900,000. In 1983, it reported gross income of \$2,007,000 on billings of \$13,800,000. No volume breakdown was provided for either year.

Accounts gained: Marriott Newmark Airport Hotel, Treadway Inns Corp., Marriott's Castle Harbour, Americana Hotels' Eden Roc (Miami Beach). Lost: None. Billings breakdown: Newspapers 29%, magazines 35%, radio 5%, spot tv 5%, outdoor 4%, business papers 15%, transit advertising 1%, point of sale 2%, direct mail 3%, other 1%. Employees: 39. Top execs: Peter Warren, president; John H. Polio, exec vp.

Phone: (212) 686-2914.

S.J. Weinstein Associates, New York, reported gross income of \$2,437,000 for fiscal year ended Sept. 30, 1984, on billings of \$10,280,790. In fiscal year 1983, it reported gross income of \$2,023,577 on billings of \$8,917,257. In 1984, volume consisted of \$830,000 in

media, \$1,200,000 in materials and services and \$8,250,790 in capitalized fees. In 1983, volume consisted of \$1,089,000 in media, \$1,000,000 in materials and services and \$6,827,258 in capitalized fees.

Accounts gained: Cilco div of W.H. Rorer, Mead Data. Lost: Romark Diagnostics. Billings breakdown: Magazines (medical trade publications) 50%, point of sale 10%, direct mail 20%, sales materials 20%. Employees: 25. Top execs: Stephen J. Weinstein, president-creative director; Mel H. Getzoff, exec vp; Richard C. Siegel, senior vp; Barry R. Frankel, vp-mgmt super.

Phone: (212) 206-0222. ☑

Edwin Bird Wilson Inc., New York, reported gross income of \$4,820,000 in 1984 on billings of \$35,323,578. In 1983, it reported gross income of \$3,990,000 on billings of \$29,151,892. In 1984, volume consisted of \$20,994,150 in media, \$5,394,903 in materials and services and \$8,934,525 in capitalized fees. In 1983, volume consisted of \$18,875,602 in media, \$4,460,424 in materials and services and \$5,815,866 in capitalized fees.

Accounts gained: John Paton Co.'s Golden Blossom Honey, Venture Magazine. Lost: Northeast Savings Bank, Safavieh Carpets of Isfahan. Billings breakdown: Newspapers 30%, magazines 35%, radio 5%, network tv 10%, spot tv 5%, cable tv 1%, outdoor 4%, business papers 10%. Employees: 70. Top execs: Delano W. Ladd Jr., chairman-president; Hubert Donlon, vice-chairman; James Harvey, exec vp; Howard Gelman, vp-treasurer.

Phone: (212) 684-5220.

Wimmershoff & Associates, Westwood, N.J., reported net income of \$127,317 and gross income of \$1,010,449 in 1984 on billings of \$6,738,442. In 1983, it reported net income of \$93,614 and gross income of \$936,147 on billings of \$6,242,775. In 1984, volume consisted of \$1,383,988 in media, \$1,119,864 in materials and services and \$4,234,590 in capitalized fees. In 1983, volume consisted of \$1,398,118 in media, \$1,263,274 in materials and services and \$3,581,383 in capitalized fees. No accounts were gained or lost. The agency did not break down its billings. Top execs: Alfred Wimmershoff, president-creative director; Chip Wimmershoff, senior vp-mktg; Rosemary Grippio, senior vp-operations.

Phone: (201) 664-3220.

Winchell Marketing Communications, Philadelphia, had estimated gross income of \$1,312,500 in 1984 on billings of \$8,750,000, the same as in 1983.

Volume was all in media for both years. No accounts were gained or lost.

Winchell Marketing's billings breakdown: Newspapers 10%, magazines 5%, radio 5%, business papers 30%, direct mail 10%, other 20%. Employees: 16. Top execs: Henry R. Blynn, president; Frederick H. Gloeckner, chairman.

Phone: (215) 568-1770.

Wolff Whitehill Inc., New York, reported gross income of \$1,006,917 in 1984 on billings of \$6,658,255. In 1983, it reported gross income of \$716,415 on billings of \$5,030,784. In 1984, volume consisted of \$1,547,377 in media, \$440,141 in materials and services and \$4,670,737 in capitalized fees. In 1983, volume consisted of \$1,459,246 in media, \$530,419 in materials and services and \$3,041,119 in capitalized fees.

Figures include those of U.S. subsidiary:

• Wolff Whitehill, Ft. Lauderdale. Accounts gained: Vector Real Estate, Tiki Tan Sun Care Products, Software Centre Intl, Broward Marine, Jos. E. Seagram's St. Regis Vineyards, Faded Glory, Texas Apparel. Lost: Dunhill Personnel System, Cigarette Racing Team. Billings breakdown: Newspapers 10%, magazines 35%, supplements 5%, radio 15%, spot tv 5%, outdoor 5%, business papers 10%, point of sale 10%, direct mail 5%. Employees: 16 in two offices. Top execs: Martin J. Wolff, president-creative director; Marshall S. Dickman, exec vp; Melvin S. Wolff, senior vp.

Phone: (212) 421-3980. ☑

Wooding & Housley, Providence, R.I., reported net income of \$53,000 and gross income of \$1,170,000 in 1984 on billings of \$6,000,000. In 1983, it reported net income of \$32,000 and gross income of \$600,000 on billings of \$5,000,000. In 1984, volume consisted of \$3,200,000 in media, \$1,860,000 in materials and services and \$940,000 in capitalized fees. In 1983, volume consisted of \$3,250,000 in media, \$920,000 in materials and services and \$830,000 in capitalized fees.

Accounts gained: Bates Shoe Co., Thermo Electron, Modular Cogeneration. Lost: Kingston-Warren Corp. Billings breakdown: Newspapers 5%, magazines 30%, outdoor 5%, business papers 45%, point of sale 5%, direct mail 5%, other 5%. Employees: 21.

Top execs: Benjamin E. Wooding, president; John H. Housley, vp-creative.

Phone: (401) 272-9494.

Wyble Advertising, Millville, N.J., reported gross income of \$1,053,257 in 1984 on billings of \$7,023,908. In 1983, it reported gross income of \$793,095 on billings of \$5,733,303.

In 1984, volume consisted of \$1,971,765 in media, \$659,541 in materials and services and \$4,392,602 in capitalized fees. In 1983, volume consisted of \$1,220,433 in media, \$534,602 in materials and services and \$3,978,268 in capitalized fees.

Accounts gained: Atlantic Yacht & Shipbuilding, SL Auburn Inc. Lost: Summit Airlines, (Philadelphia). Billings breakdown: Newspapers 10%, magazines 20%, supplements 2%, outdoor 1%, business papers 50%, farm publications 3%, point of sale 1%, direct mail 11%, other 2%. Employees: 23 in two offices. Top execs: Gene Wyble, chairman; Henry Wyble, president.

Phone: (609) 825-3403. ☑

Midwest: III agencies \$1,000,000-\$5,000,000



Abelson-Taylor, Chicago, reported gross income of \$2,938,970 in 1984 on billings of \$25,456,011. In 1983, it reported gross income of \$2,325,130 on billings of \$19,038,121. In 1984, volume consisted of \$2,462,628 in media, \$3,390,453 in materials and services and \$19,602,930 in capitalized fees. In 1983, volume consisted of

\$1,843,764 in media, \$1,685,740 in materials and services and \$15,508,617 in capitalized fees.

Accounts gained: American Medical Systems, Difco Labs, Travol Labs, American Anson. Lost: Amedco Healthcare. Billings breakdown: Newspapers 5%, magazines 22%, business papers 23%, point of sale 5%, direct mail 25%,

Midwest: Ill agencies \$1,000,000-\$5,000,000



other 20%. Employees: 42. Top execs: Marvin Abelson, chairman; Dale Taylor, president; Robert McCormick, Frank Catania, exec vps. Phone: (312) 781-1700.

Alexander Marketing Services, Grand Rapids, Mich., reported gross income of \$2,315,454 in 1984 on billings of \$18,098,468. In 1983, it reported gross income of \$1,813,059 on billings of \$12,093,103.

In 1984, volume consisted of \$1,949,714 in media, \$704,676 in materials and services and \$15,444,078 in capitalized fees. In 1983, volume was all in capitalized fees. Results from its Chicago office were included in the report.

Accounts gained: Cabot Corp. Wrought Products div, Database Design. Lost: None.

Employees: 40 in two offices. Top execs: James S. Alexander, president; Thomas J. Kreuger, exec vp; Robert C. Milroy, vp-client services mgr; Richard H. Hill, vp-office services; Lloyd W. Durlap, vp-Chicago office; Michael J. McGillicuddy, vp-exec art director; Howard H. Rice, vp-pr. Phone: (616) 957-2000. ☐

Andrews/Mautner, Milwaukee, reported gross income of \$1,187,113 for fiscal year 1984 ended June 30, on billings of \$8,614,336. For fiscal 1983, it reported gross income of \$959,082 on billings of \$6,847,454. Through the first six months of fiscal year 1985, the agency estimates annual gross income already \$1,600,000 and capitalized billings of \$11,000,000. In 1984, volume consisted of \$3,097,849 in media, \$1,555,721 in materials and services and \$3,960,766 in capitalized fees. In 1983, volume consisted of \$2,975,580 in media, \$1,244,074 in materials and services and \$2,627,800 in capitalized fees.

Accounts gained: Kelley Co., NEC America's Broadcast Equipment div, Bell & Howell's Micro Design div, Falk Corp., Thomas Industries. Lost: Wilton Corp.'s Perfex div, McQuay Inc.'s Ambrosia Chocolate, Ken Cook Co., Phoenix Industries. Billings breakdown: Newspapers: 4%, magazines 9%, radio 2%, business papers 60%, point of sale 1%, direct mail 4%, other 20%. Employees: 33. Top execs: Don Orlaska, chairman; Christopher M. Vernon, president; Eugene Vogel, exec vp; Norman W. Mautner, Kenneth W. Snyder, vps; Richard H. Buerger, vp-exec art director. Phone: (414) 272-4482. ☐

Donald L. Arends Inc., Oak Brook, Ill., reported gross income of \$1,207,500 in 1984 on billings of \$8,054,000. In 1983, it reported gross income of \$958,800 on billings of \$6,395,000. In 1984, volume consisted of \$1,890,000 in media, \$4,546,800 in materials and services and \$1,617,200 in capitalized fees. In 1983, volume consisted of \$1,598,000 in media, \$3,388,300 in materials and services and \$1,408,700 in capitalized fees.

Accounts gained: Bissell Healthcare Cos., BRK Electronics. Lost:

Profiles with a checked box (☐) indicate an independent cpa or accounting firm has signed a statement of verification supplied by Advertising Age. Those with a checked box and dagger (☐†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

None. Billings breakdown: Newspapers 12%, magazines 8%, radio 15%, spot tv 3%, business papers 54%, point of sale 2%, direct mail 6%. Employees: 22. Top execs: Donald L. Arends, ceo; Robert K. Erickson, president. Phone: (312) 323-1220. ☐

Associated Advertising Agency, Wichita, Kan., reported gross income of \$1,894,246 in 1984 on billings of \$12,634,622. In 1983, it reported gross income of \$1,687,610 on billings of \$11,256,359. In 1984, volume consisted of \$4,839,871 in media, \$3,080,910 in materials and services and \$4,713,841 in capitalized fees. In 1983, volume consisted of \$4,230,623 in media, \$2,587,558 in materials and services and \$4,438,178 in capitalized fees.

Accounts gained: Coleman Distributing Co., Coleman Associated Divisions Group, Mastercraft Ski Co., Hardage Hotel Corp., Sieffkes Travel Service. Lost: Legg Co., Hilton Inns, Wichita. Billings breakdown: Newspapers 1.5%, magazines 8%, radio 14.4%, spot tv 23.3%, outdoor 0.7%, business papers 3.3%, farm publications 9%, point of sale 1.1%, direct mail 4.7%, other 34%. Employees: 41. Top execs: Preston D. Huston, chairman-president; M. Gene Countryman, T. Joe Robertson, senior vps. Phone: (316) 683-4691. ☐

Bailey Lewis & Associates, Lincoln, Neb., reported gross income of \$1,537,296 in 1984 on billings of \$10,251,293. In 1983, it reported gross income of \$1,217,028 on billings of \$8,115,365. In 1984, volume consisted of \$3,633,355 in media, \$1,301,675 in materials and services and \$5,316,263 in capitalized fees. In 1983, volume consisted of \$3,691,808 in media, \$820,912 in materials and services and \$3,692,645 in capitalized fees.

Accounts gained: AAA Airlines, Applied Communications, B&C Steel, Ben Simon's, Bruning Hydraulics, CD Systems, Certified Transmissions, Coca-Cola Bottlers of Nebraska, Cosmerica, Cyclonair Corp., Dal-Worth Enterprises, Farmers National Bank of Grant, First Employee Leasing Ltd., First-Tier Inc., First-Tier Leasing, First-Tier Mortgage Co., Gateway Electronics Institute, Globe Sign Co., KMA Radio (Shenandoah, Ia.), Jiffy Lube Intl (Rocky Mountain States), Lincoln Center Assn, McBride & Associates, MEGA Corp., Monterrey Cutlery, Nebraska Dept of Economic Development, Tourism div, Nebraska Power Assn, Nebraska Soft Drink Assn, Northwestern Bell Phones, Omaha National Bank, Pershing Municipal Auditorium, Saline State Bank, Software Source, Union Crop Insurance, Wallstreet Corp., Zip +4 Service Center. Lost: American Business Lists, Commerce Group, Commerce Savings Cos., First Westside Bank, Grandmother's Restaurants, Hill Aero, National Bank of Commerce, Pepsi-Cola Bottling Co., Terrano Corp., Wendy's Nebraska co-op, Wendy's (Sioux Falls, SD). Billings breakdown: Newspapers 10%, magazines 4%, supplements 1%, radio 16%, spot tv 22%, outdoor 3%, business papers 2%, farm publications 4%, direct mail 1%, collateral 35%. Employees: 37 in two offices. Top execs: Richard W. Bailey, chairman-ceo; Jim Lauerma, president-Lincoln div; Tracy Zais, president-Omaha div; George Maininger, senior exec vp-creative services; Ron Plagemen, exec vp-cfo. Phone: (402) 475-2800.

Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich., reported gross income of \$2,292,495 in 1984 on billings of \$15,290,942. In 1983, it reported gross income of \$1,832,802 on billings of \$12,224,790. In 1984, volume consisted of \$4,538,887 in media, \$2,430,834 in materials and services and \$8,321,221 in capitalized fees. In 1983, volume consisted of \$4,123,882 in media, \$2,963,656 in materials and services and \$5,137,252 in capitalized fees.

Accounts gained: London's Farm Dairy, Roney & Co., Sprague Devices. Lost: Group Health Plan of SE Michigan, Huron Office Products, Widger Chemical Corp. Billings breakdown: Newspapers 37%, magazines 24%, radio 20%, spot tv 19%. Employees: 42. Top execs: Ernest W. Baker, chairman, president; Robert J. Cunningham, exec vp; B.H. Cunningham, treasurer. Phone: (313) 540-3400. ☐

Barkley & Evergreen, Fairway, Kan., had estimated gross income of \$4,350,000 in 1984 on billings of \$29,000,000. In 1983, it had estimated gross income of \$4,050,000 on billings of \$27,000,000. No volume breakdown was provided.

Accounts gained: None. Lost: None. Employees: 50. Top execs: William M. Fromm, president; James Barickman, chairman; Michael J. McGarry, exec vp; C.N. Foxworthy, treasurer; Robert Moore, Stephen Brewer, vps; James Aylward, vp-creative director; Jeff Gorosh, vp-media director. Phone: (913) 432-2600.

Batz Hodgson Neuwoehner, St. Louis, Mo., reported gross income of \$4,693,790 in 1984 on billings of \$32,650,376. In 1983, it reported gross income of \$4,552,600 on billings of \$30,563,994. In 1984, volume consisted of \$15,756,351 in media, \$4,261,481 in materials and services and \$12,584,389 in capitalized fees. In 1983, volume consisted of \$15,989,946 in media, \$4,031,780 in materials and services and \$10,542,268 in capitalized fees.

Accounts gained: S.G. Adams, Carter Automotive, Copying Concepts, Butler Chevrolet, Physicians Preferred, Comfortzone, Invitron, Omni Sports, KHTR-fm St. Louis, St. Louis Blues Hockey Team, St. Louis Arena, Alexian Brothers Hospital, Save Mart Stores. Lost: HBE Corp., Martha Belle, Ravarino-Freschi, Lenco, Plaza Motors. Billings breakdown: Newspapers 13%, magazines 8%, radio 23%, spot tv 27%, outdoor 2%, business papers 23%, farm publications 1%, other 3%. Employees: 115 in six offices. Top execs: Kenneth C. Johnson, chairman-ceo; George T. Gale, president-creative director; St. Louis: Terrance J. Donohue, secretary-treasurer; Robert C. Zeilinger, exec vp; Gordon L. Hepper, mng director, BHN/PR; Walter F. Balzerick, president-Wichita div; Peter Langmack, president-Cedar Rapids div; James F. Watts, Irv Jensen, John Blakemore, div presidents. Phone: (314) 241-1200.

BBDM Inc., Chicago, reported gross income of \$2,830,504 in 1984 on billings of \$18,879,461. In 1983, it reported gross income of \$2,651,682 on billings of \$17,677,880. No volume breakdown was provided for either year.

Accounts gained: Esser's, Mystik Tape, Signode Industries. Lost: Management Group. Billings breakdown: Newspapers 10%, magazines 31%, radio 5%, network tv 19%, spot tv 20%, business papers 12%, direct mail 3%. Employees: 44 in two offices. Top execs: W.S. "Bud" Browning, president-director; Richard B. Sanderson, director-exec vp; David M. Bender, John T. Dolby, directors.

Phone: (312) 644-9600. ☐

Lou Beres & Associates, Chicago, reported gross income of \$1,650,000, of which \$50,000 was non-U.S. contributions, on billings of \$14,418,000 in 1984. In 1983, it reported gross income of \$1,300,000, all from the U.S. business, on billings of \$10,700,000. In 1984, U.S. volume of \$14,084,000 consisted of \$12,900,000 in media, \$650,000 in materials and services and \$534,000 in capitalized fees. In 1983, volume, all in the U.S., consisted of \$10,300,000 in media and \$400,000 in capitalized fees.

The agency's 1984 overseas dollar volume of \$334,000 was all in capitalized fees.

Accounts gained: Ohio Art Toys, BWD Automotive, VanKampen Merritt, Calument Business Center. Lost: None. Overseas it gained: Burger Boy Fast Foods (Mexico). Billings breakdown: Newspapers 5%, magazines 12%, supplements 2%, radio 8%, network tv 16%, spot tv 32%, business papers 10%, direct mail 3%, other 12%. Employees: 25. Top execs: Louis H. Beres, president; Ernest Shapiro, exec vp-client services; Ernest A. Brown, exec vp-genl mgr; Michael Cheney, exec creative director; Donald Boehme, George Kase, creative directors. Phone: (312) 670-0470.

William R. Biggs/Gilmore Associates, Kalamazoo, Mich., reported gross income of \$4,700,000 in 1984 on billings of \$50,368,000. In 1983, it reported gross income of \$3,572,300 on billings of \$32,157,000. In 1984, volume consisted of \$19,751,000 in media, \$3,063,000 in materials and services and \$27,554,000 in capitalized fees. In 1983, volume consisted of \$15,255,000 in media, \$2,475,000 in materials and services and \$14,427,000 in capitalized fees.

Accounts gained: Clarke div of McGraw Edison, Howard Miller, Kirsch, Mutual Home Savings, Pizza Hut, Ship-Pac, Aerovent Fan, Care Health Services. Lost: Edwards Motors. Billings breakdown: Newspapers 2%, magazines 39%, supplements 1%, radio 4%, network tv 1%, spot tv 4%, outdoor 1%, business papers 40%, farm publications 7%, direct mail 1%. Employees: 85 in five offices. Top execs: William Biggs, president; Ronald Davis, Peter Horst, David Hunt, senior vps; Don DeGroot, secretary, treasurer. Phone: (616) 349-7711.

Boelter & Lincoln, Madison, Wis., reported gross income of \$1,038,621 in 1984 on billings of \$6,927,602. In 1983, it reported gross income of \$663,473 on billings of \$4,225,265. Volume was all in capitalized fees for both years.

Figures include those of U.S. subsidiaries:

- Boelter & Lincoln, Madison
- Boelter & Lincoln, Milwaukee
- Boelter & Lincoln PR

Accounts gained: Christie Clinic, Distribution Services Systems, Germania Corp., PersonalCare HMO, Schneider National, Security s&l, St. Vincent Hospital. Lost: Colonial s&l, Great American s&l, Home s&l, Cousins Sub Sandwiches, Norridge Software, Systems 5. Billings breakdown: Newspapers 15%, magazines 10%, radio 13%, spot tv 28%, cable tv 2%, outdoor 2%, business papers 7%, transit advertising 2%, point of sale 3%, direct mail 3%, other 15%. Employees: 37 in three offices. Top execs: Robert Boelter, president-Madison; John Lincoln, president-Milwaukee; Kate Speer, president-B&L Public Relations. Phone: (608) 251-3381.

Bonsib Inc., Fort Wayne, Ind., had estimated gross income of \$1,284,300 in fiscal year 1984 ended Jan. 31, 1985, on billings of

\$8,566,281. In 1983, it reported gross income of \$1,070,447 on billings of \$7,139,881. No volume breakdowns were provided for either year.

Accounts gained: Central Soya's International Feed, Community Hospital/Indianapolis, Beatrice Cos.—Eckrich's special event, Fort Wayne Newspapers (Knight-Ridder), CBS's Gemeinhardt, Grand Wayne Center, Lincoln National Employee Benefits, Magnavox's Electronic Systems, North American Philips' Magnavox Hotel/Motel, Patton Electric's Seaboard Farms, Borden's Seyfert, Holiday Rambler's Utilimaster, Wavetek. Lost: Independent Stations, WOW-am Fort Wayne. Billings breakdown: Newspapers 15%, magazines 8%, supplements 2%, radio 15%, spot tv 15%, cable tv 1%, outdoor 2%, business papers 19%, farm publications 8%, transit advertising 1%, point of sale 5%, direct mail 8%, other 1%. Employees: 32 in two offices. Top execs: Richard E. Bonsib, chairman-president; Thomas D. Mattern, exec vp; David J. Floyd, vp-genl mgr/Indianapolis, Gretchen A. Bonsib, secretary-treasurer. Phone: (219) 422-4661. ☐

The Brady Co., Menomonee Falls, Wis., reported gross income of \$1,918,593 in 1984 on billings of \$13,453,696. In 1983, it reported gross income of \$1,701,172 on billings of \$12,003,172. In 1984, volume consisted of \$3,007,226 in media, \$2,677,294 in materials and services and \$7,769,176 in capitalized fees. In 1983, volume consisted of \$2,553,908 in media, \$2,181,066 in materials and services and \$7,268,198 in capitalized fees. Accounts gained: Gehl Co., Marquette Electronics, Rolyan Medical Products, Wisconsin League of Financial Institutions. Lost: Fox Brady, Merrick's, Ph Orth Co., Pope Scientific. Billings breakdown: Newspapers 4%, magazines 42%, radio 5%, spot tv 1%, farm publications 48%. Employees: 49 in two offices. Top exec: Karl F. Ohm, president. Phone: (414) 255-0100. ☐

Brand Advertising, Chicago, reported gross income of \$1,297,252 in 1984, of which \$6,547 was non-U.S. contributions, on billings of \$10,270,048. In 1983, it reported gross income of \$1,301,579, of which \$7,103 was non-U.S. contributions, on billings of \$10,692,115. In 1984, U.S. volume consisted of \$6,383,871 in media, \$1,097,812 in materials and services and \$2,741,952 in capitalized fees. In 1983, volume consisted of \$6,525,818 in media, \$1,136,411 in materials and services and \$2,981,865 in capitalized fees.

The agency's 1984 overseas dollar volume of \$46,413 consisted of \$36,492 in media and \$9,921 in materials and services. Its 1983 foreign volume of \$48,021 consisted of \$38,976 in media and \$9,045 in materials and services.

Accounts gained: Lyons s&l, Efficient Health Systems. Lost: Nalco Chemical Co., Timeworks Inc. Overseas, it gained Optibelt Corp. special assignments (Germany). Billings breakdown: Newspapers 10%, magazines 41%, supplements 5%, radio 22%, spot tv 13%, outdoor 3%, direct mail 3%, other 3%. Employees: 50 in two offices. Top exec: Perry L. Brand, president. Phone: (312) 836-7777.

E.H. Brown Advertising, Chicago, reported gross income of \$2,430,475 in 1984 on billings of \$16,203,169. In 1983, it reported gross income of \$2,370,329 on billings of \$15,802,192. In 1984, volume consisted of \$10,778,308 in media, \$1,804,443 in materials and services and \$3,620,418 in capitalized fees. In 1983, volume consisted of \$10,374,139 in media, \$1,662,105 in materials and services and

\$3,765,948 in capitalized fees.

Accounts gained: Bell & Howell-DeVry div, Value Investors. Lost: Control Data, NCR/Comten. Billings breakdown: Newspapers 12%, magazines 26%, radio 3%, spot tv 32%, outdoor 2%, business papers 21%, direct mail 4%. Employees: 38. Top execs: Edward H. Brown Sr., chairman; Edward H. Brown Jr., president; John M. Ryan, exec vp-client services; William A. Vernon, exec vp; Patrick C. Tims, exec vp-communications. Phone: (312) 372-9494.

Burns Group, Minneapolis, reported net income of \$44,597 and gross income of \$1,043,067 in 1984 on billings of \$6,921,791. In 1983, it reported net income of \$67,414 and gross income of \$775,684 on billings of \$5,516,027. In 1984, volume consisted of \$653,333 in media, \$314,688 in materials and services and \$5,953,770 in capitalized fees. In 1983, volume consisted of \$625,174 in media, \$222,947 in materials and services and \$4,667,906 in capitalized fees.

Accounts gained: Honeywell Avionics Systems Group, Honeywell Military Avionics div, Hotel Sofitel Toledo, Quality Homes, Tant-Pour-Tant Restaurant, Scherazade Jewelers. Lost: Baker Properties, Webb Inc., 3M Safety & Security div. Billings breakdown: Newspapers 16%, magazines 64%, radio 15%, spot tv 1%, outdoor 4%. Employees: 27. Top execs: Neal M. Burns, president-ceo; Phyllis S. Burns, Lee C. Garrick, vps. Phone: (612) 546-4494.

Carr Liggett, Cleveland, had estimated net income of \$125,000 and gross income of \$4,368,565 in 1984 on billings of \$35,277,720. In 1983, it reported net income of \$81,650 and gross income of \$3,623,839 on billings of \$31,562,274. In 1984, volume consisted of \$7,879,121 in media, \$7,316,835 in materials and services and \$20,081,764 in capitalized fees. In 1983, volume consisted of a revised \$9,018,789 in media, \$7,391,275 in materials and services and a revised \$15,152,210 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

- StudioL

Accounts gained: Mr. Hero Sandwich Systems, Midland-Ross Aerospace div, Woodruff Hospital, Progressive Corp., Wendy's. Lost: Wendy's Master Builders, Wayne-Dalton Door. Billings breakdown: Newspapers 6%, supplements 1%, radio 8%, network tv 2%, spot tv 15%, business papers 60%, Yellow Pages 8%. Employees: 92. Top execs: Harold A. Shoup, president-ceo; John Morton, vice chairman; Michael W. Carlton, senior vp. Phone: (216) 696-0330.

Frank J. Corbett, Chicago, a subsidiary of BBDO International, reported gross income of \$4,200,000 in 1984 on billings of \$28,014,000. In 1983, it reported gross income of \$3,500,000 on billings of \$23,345,000. Volume was all in capitalized fees for both years.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Vis-U-Com
- Pragmaton
- CMR

Accounts gained: Dow B. Hickam. Lost: Alcon Professional Products, Abbott Diagnostic. Employees: 50. Top execs: Frank J. Corbett, chairman; John J. Fisher, president. Phone: (312) 664-5310. ☐

Dawson, Johns & Black, Chicago, reported gross income of \$2,850,000 in 1984 on billings of \$19,000,000. In 1983, it reported gross income of \$2,512,500 on billings of \$16,750,000. In 1984, volume

consisted of \$14,000,000 in media and \$5,000,000 in capitalized fees. In 1983, volume consisted of \$11,300,000 in media and \$5,450,000 in capitalized fees.

Accounts gained: Barton Beers Ltd., U.S. Dept. Health & Education Anti-smoking, Porsche-Audi Dealers, John Morrell meats, Ekco Housewares. Lost: Heinhold Commodities, Allison Industries. Billings breakdown: Newspapers 14%, magazines 17%, radio 21%, network tv 7%, spot tv 40%, outdoor 1%. Employees: 45. Top execs: R. Powell Johns Jr., president; James P. Black, Marion D. Dawson, Robert G. Kaplan, exec vps. Phone: (312) 670-2200. ☐

DBK&O Inc., Minneapolis, reported net income of \$123,000 and gross income of \$1,954,000 in 1984 on billings of \$13,029,000. In 1983, it reported net income of \$138,000 and gross income of \$1,502,500 on billings of \$10,016,000. In 1984, volume consisted of \$4,937,000 in media, \$2,970,000 in materials and services and \$5,122,000 in capitalized fees. In 1983, volume consisted of \$3,611,000 in media, \$2,339,000 in materials and services and \$4,066,000 in capitalized fees.

Accounts gained: Mother Tucker's Restaurants, Oak Hall Clothiers, Chicago Cutlery, Island Bingo, Nothrup King Co.'s consumer products group (new assignments). Lost: Rite-Hite Corp. Billings breakdown: Newspapers 25%, magazines 20%, supplements 1%, radio 25%, spot tv 10%, outdoor 5%, business papers 1%, farm publications 5%, transit advertising 2%, point of sale 3%, direct mail 3%. Employees: 31. Top execs: Gary Bringgold, ceo, Gary Knutson, president; Daniel Oberpriller, Dean Oberpriller, exec vps. Phone: (612) 375-9660.

Fallon McElligott Rice, Minneapolis, ADVERTISING AGE's Agency of the Year for 1983, reported gross income of \$4,837,500 in 1984 on billings of \$32,250,000. In 1983, it reported gross income of \$3,450,000 on billings of \$23,000,000. No volume breakout was provided.

In 1984 the agency gained: AMF, American Crystal Sugar, First Tennessee Banks, Lexitel, Micro Business Applications, MedCenters Health Plan, Shade Information Systems, Wall Street Journal. It lost: Commercial Federal, American Sharecom, Stearns Computer.

Billings breakdown: Newspapers 15%, magazines 28%, radio 13%, all tv 30%, other 5%. Employees: 60 in 1984 and 45 in 1983. Top execs: Pat Fallon, president; Tom McElligott, vp-creative director; Nancy Rice, vp-exec art director; Irv Fitch, vp-cfo; Fred Senn, vp-acct group director. Phone: (612) 332-2424.

Fortis Fortis Advertising, Chicago, reported net income of \$202,460 and gross income of \$1,629,000 in 1984 on billings of \$12,382,000. In 1983, it reported net income of \$191,000 and gross income of \$1,537,000 on billings of \$11,650,000. In 1984, volume consisted of \$6,042,000 in media, \$1,537,000 in materials and services and \$4,803,000 in capitalized fees. In 1983, volume consisted of \$5,700,000 in media, \$1,450,000 in materials and services and \$4,500,000 in capitalized fees.

Accounts gained: Swensen's Inc., Swensen's Parlours, Colonial Bank Group. Lost: Beatrice Cos., Bonkers and Cap 10, Kelly-Johnston Enterprises. Billings breakdown: Newspapers 3%, magazines 25%, supplements 2%, radio 10%, network tv 15%, spot tv 40%, cable tv 5%. Employees: 28. Top execs: J. Gerald Fortis, president; Dixie B. Fortis, exec vp-creative services; Terry M. Bowman, senior vp-mktg director. Phone: (312) 329-1980. ☐

Fox & Associates, Cleveland, had estimated gross income of \$3,920,000 in 1984 on billings of \$26,045,600. In 1983, it had estimated gross income of \$3,067,000 on billings of \$20,382,000. In 1984, volume consisted of \$21,000,000 in media, \$510,000 in materials and services and \$4,535,600 in capitalized fees. In 1983, volume consisted of \$16,000,000 in media, \$380,000 in materials and services and \$4,002,000 in capitalized fees.

Accounts gained: Pines of America, Medic Discount Drug Centers, Kirby div of Scott & Fetzer. Lost: None. No breakdown in billings was provided. Employees: 41 in two offices. Top exec: Aaron S. Fox, president. Phone: (216) 621-8520. ☐

Frankenberry Laughlin & Constable, Milwaukee, Wis., reported gross income of \$4,350,000 in 1984 on billings of \$29,000,000. In

1983, it reported gross income of \$3,300,000 on billings of \$22,000,000. In 1984, volume consisted of \$20,000,000 in media and \$9,000,000 in materials and services. In 1983, volume consisted of \$16,500,000 in media and \$5,500,000 in materials and services.

Accounts gained: Diggers Hotline, Elaine Powers, Forward Wisconsin, St. Joseph Hospital, Wisconsin Bell Communications, Wisconsin Department of Development, Hillshire Farm. Lost: None. Billings breakdown: Newspapers 19%, magazines 11%, radio 22%, network tv 11%, spot tv 27%, business papers 5%, other 5%. Employees: 60. Top execs: Dennis Frankenberry, Steve Laughlin, John Constable, partners. Phone: (414) 272-2400. ☐

Frank/James Direct Marketing, St. Louis, had estimated gross income of \$1,394,000 in 1984 on

billings of \$8,500,000. In 1983, it had estimated gross income of \$607,000 on billings of \$3,700,000. In 1984, volume consisted of \$375,000 in media and \$8,125,000 in materials and services. In 1983, volume consisted of \$85,000 in media and \$3,615,000 in materials and services.

Accounts gained: Anheuser-Busch, General American Life, HealthCare Network, HBE Corp., Saberliner Corp., Mercantile Bancorp. Lost: None. Billings breakdown: Newspapers 1%, magazines 5%, radio 1%, other 93%. Employees: 31. Top execs: Frank Roth, president; Gary Miller, exec vp-genl mgr; William Shewman, Frank Deptula, senior vps; David Joest, controller. Phone: (314) 726-4600.

Freeman Huenink Zilbert Inc., Brookfield, Wis., had estimated gross income of \$1,400,000 in 1984



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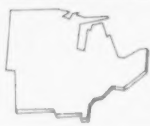
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on billings of \$9,260,851. In 1983, it had estimated gross income of \$1,112,000 on billings of \$7,178,535. In 1984, volume consisted of \$1,958,716 in media, \$992,049 in materials and services and \$6,310,086 in capitalized fees. In 1983, volume consisted of \$1,378,289 in media, \$1,166,798 in materials and services and \$4,633,448 in capitalized fees.

Accounts gained: Newell Window Furnishings, Family Health Plan, Cousins Submarines, Fitness Equipment, Hufcor Mfg. Leds, Green Valley Gardens. Lost: Adaptive Micro Systems, Enterprise Systems, City Software. Billings breakdown: Newspapers 20%, magazines 30%, radio 15%, spot tv 20%, outdoor 3%, transit advertising 2%, direct mail 5%, other 5%. Employees: 24. Top execs: John Huenink, ceo; Arnie Freeman, president; Vic Zilbert, exec vp. Phone: (414) 785-1100. ☐

Grant/Jacoby, Chicago, reported gross income of \$4,400,000 in 1984 on billings of \$45,528,000. In 1983, it reported gross income of \$4,121,000 on billings of \$40,041,000. In 1984, volume consisted of \$22,000,000 in media, \$4,880,000 in materials and services and \$18,648,000 in capitalized fees. In 1983, volume consisted of \$20,800,000 in media, \$3,900,000 in materials and services and \$15,341,000 in capitalized fees.

Accounts gained: Keycom Electronic Publishing, Lowes Inc., Management Group, WPWR-TV Aurora, Ill. Lost: Westin Chicago. Billings breakdown: Newspapers 12%, magazines 10%, radio 8%, network tv 27%, outdoor 1%, business papers 6%, farm publications 2%, transit advertising 3%, point of sale 3%, direct mail 12%, other 16%. Employees: 85. Top execs: Robert L. Flink, chairman; Bruce I. Carlson, president; Robert J. Killian, senior vp-creative; Robert J. Krewer, senior vp-treasurer; Malcolm Gordon, senior vp-media; Robert W. Lavender, Charles A. Norris, senior vps; Thomas McGavin, senior vp-mgmt group super. Phone: (312) 664-2055.

Gray Baumgarten Layport, Pittsburgh, estimated it had gross income of \$1,041,890 in 1984 on billings of \$6,431,479. In 1983, it had gross income of \$732,738 on billings of \$3,977,268. In 1984, volume consisted of \$1,376,112 in media, \$900,674 in materials and services and \$4,154,693 in capitalized fees. In 1983, volume consisted of \$897,069 in media, \$686,629 in materials and services and \$2,393,570 in capitalized fees.

Accounts gained: Charter Rolling, Delta Intl Machinery Corp., Gateway Rehabilitation Center. Lost: Linen Center, Custom Craft, Maggie Mae's Roadhouse, River City Brass Band. Billings breakdown: Newspapers 20%, magazines 10%, supplements 2%, radio 8%, spot tv 8%, outdoor 2%, business papers 28%, point of sale 1%, direct mail 5%, other 16%. Employees: 17. Top exec: Mark H. Gray, president. Phone: (412) 279-3732. ☐

Gregory & Thomas, Cleveland, reported gross income of \$2,735,476 in 1984 on billings of \$19,560,155. In 1983, it reported gross income of \$1,889,345 on billings of \$12,242,124. In 1984, volume consisted of \$5,090,122 in media, \$2,208,332 in materials and services and \$12,261,701 in capitalized fees. In 1983, volume consisted of \$2,093,796 in media, \$1,206,506 in

materials and services and \$8,941,822 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Gregory PR
- ADS Inc.
- DIR Inc.

Accounts gained: E.W. Bliss Co., MFG Justin Tanks, Ferro Corp., Toledo Scale. Lost: Robert Routman Associates, Industrial Paper Shredders, Cleveland Controls, Dover Chemical Corp. Billings breakdown: Newspapers 5%, magazines 90%, other 5%. Employees: 62 in five offices. Top execs: Ira D. Thomas, chairman; Joseph A. Rini, president. Phone: (216) 621-9632. ☐

Haddon Advertising, Chicago, reported net income of \$425,000 and gross income of \$2,965,000 in 1984 on billings of \$24,015,000. In 1983, it reported net income of \$319,000 and gross income of \$2,574,000 on billings of \$21,354,000. In 1984, volume consisted of \$3,900,000 in media, \$3,400,000 in materials and services and \$16,715,000 in capitalized fees. In 1983, volume consisted of \$3,800,000 in media, \$3,200,000 in materials and services and \$14,354,000 in capitalized fees.

Accounts gained: Cartan Tours, Esca Inc., Holiday Inn Chicago, Stein & Co., Visolux Inc. Lost: Exchange National Bank of Chicago. Billings breakdown: Newspapers 20%, magazines 20%, radio 20%, spot tv 20%, direct mail 20%. Employees: 50. Top execs: Harvey L. Haddon, president; Jacqueline Wagner, Adrienne Richmond, vps. Phone: (312) 943-6266.

Hallmark Advertising, Pittsburgh, reported gross income of \$1,612,000 in 1984 on billings of \$10,201,000. In 1983, it reported gross income of \$1,208,000 on billings of \$7,634,000. In 1984, volume consisted of \$7,000,000 in media, \$1,200,000 in materials and services and \$2,001,000 in capitalized fees. In 1983, volume consisted of \$5,500,000 in media, \$800,000 in materials and services and \$1,334,000 in capitalized fees.

The agency did not gain or lose any accounts. Billings breakdown: Newspapers 7%, magazines 2%, supplements 5%, radio 20%, spot tv 48%, cable tv 3%, outdoor 2%, transit advertising 2%, point of sale 5%, direct mail 2%, other 4%. Employees: 35. Top exec: Marvin S. Jacobson, president. Phone: (412) 361-5200. ☐

Harmon Smith Inc., Kansas City, Mo., reported gross income of \$1,244,622 in 1984 on billings of \$8,574,315. In 1983, it reported gross income of \$1,102,131 on billings of \$7,520,772. In 1984, volume consisted of \$2,758,569 in media, \$2,871,241 in materials and services and \$2,944,505 in capitalized fees. In 1983, volume consisted of \$2,723,511 in media, \$2,314,487 in materials and services and \$2,482,774 in capitalized fees. The agency did not gain or lose any accounts. Billings breakdown: Newspapers 20%, magazines 50%, radio 5%, spot tv 5%, business papers 15%, farm publications 5%. Employees: 20. Top execs: Austin Harmon, president; John Lee Smith, vp. Phone: (816) 756-0756.

Hughes Advertising, St. Louis, reported gross income of \$1,723,133 in 1984 on billings of \$13,814,684. In 1983, it reported gross income of \$1,201,375 on billings of \$9,240,018. In 1984, volume consisted of

\$4,933,463 in media, \$1,606,572 in materials and services and \$7,274,649 in capitalized fees. In 1983, volume consisted of \$3,650,376 in media, \$1,387,643 in materials and services and \$4,201,999 in capitalized fees.

Accounts gained: Angelica Uniform Group, Carboline Co., Nusrata's Name Brand Shoes, Webster University, ROHO Medical Cushions. Lost: Stuckey's. Billings breakdown: Newspapers 6%, magazines 15%, radio 20%, spot tv 32%, outdoor 1%, business papers 15%, transit advertising 1%, point of sale 3%, direct mail 7%. Employees: 32. Top execs: Jack A. Hughes, president; Larry R. McLane, exec vp; Donald H. Foshier, Henry George, senior vps. Phone: (314) 862-9111. ☐

Jayne Organization, Cleveland, reported gross income of \$2,510,000 in 1984 on billings of \$19,863,754. In 1983, it reported gross income of \$2,108,000 on billings of \$16,732,000. In 1984, volume consisted of \$1,660,776 in media, \$1,961,528 in materials and services and \$16,241,450 in capitalized fees. In 1983, volume consisted of \$1,839,000 in media, \$1,726,000 in materials and services and \$13,167,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Publicom
- Strategic Research

Accounts gained: Dow Chemical USA, Fashion Two Twenty, C.A. Norgren Co., Norton Health Care Products, O.H. Materials Co., Pioneer-Standard Electronics, Preformed Line Products Co., Seasonal Industries. Lost: AGA Gas. Billings breakdown: Newspapers 10%, magazines 15%, radio 10%, spot tv 5%, business papers 45%, farm publications 2%, point of sale 3%, direct mail 10%. Employees: 55. Top execs: George N. Havens, ceo; Michael E. Cargile, president; Lawrence R. Kavanaugh, exec vp; James E. Horn, senior vp; Allen B. Straka, vp-finance; Cathy A. Pokorny, president-Publicom; Kathleen M. Wallace, president-Strategic Research Center. Phone: (216) 831-0110. ☐

Jordan/Tamraz/Caruso Advertising, Chicago, reported gross income of \$3,780,000 in 1984 on billings of \$25,200,000. In 1983, it reported gross income of \$2,580,000 on billings of \$17,200,000. In 1984, volume consisted of \$18,040,000 in media, \$4,520,000 in materials and services and \$2,640,000 in capitalized fees. In 1983, volume consisted of \$12,145,000 in media, \$3,215,000 in materials and services and \$1,840,000 in capitalized fees.

Accounts gained: Domino's Pizza (eight-state Midwest area), Tone Communications, MGM/UA Movies (Chicago metro). Lost: None. Billings breakdown: Newspapers 24%, magazines 14%, radio 19%, spot tv 32%, other 11%. Employees: 59. Top execs: Joseph A. Caruso, president; Charles A. Jordan, exec vp. Phone: (312) 951-2000.

Juhl Advertising, Elkhart, Ind., had estimated gross income of \$3,324,000 in 1984 on billings of \$21,681,630. In 1983, it had gross income of \$3,362,000 on billings of \$21,941,000. In 1984, volume consisted of \$5,262,000 in media, \$2,752,000 in materials and services and \$13,667,630 in capitalized fees. In 1983, volume consisted of \$3,900,000 in media, \$2,700,000 in materials and services and \$15,341,000 in capitalized fees.

Figures include those of U.S. subsidiary:

• Juhl Advertising, Valhalla, N.Y. Accounts gained: Schult Homes Corp./pr, Starcraft Corp./pr. Lost: Coachmen Corp.'s R.V. div. Billings breakdown: Newspapers 4%,

magazines 44%, radio 14%, spot tv 7%, outdoor 1%, farm publications 1%, point of sale 4%, direct mail 10%, other 15%. Employees: 80 in two offices. Top execs: Howard J. Blackwood, president, Max B. Barrick, exec vp; James J. Dominello, senior vp; Steve Patton, James Cope, vps; Roberta J. Simmons, vp-pr; Douglas Thornton, treasurer. Phone: (219) 293-5621.

Kamstra Communications, St. Paul, Minn., had estimated gross income of \$1,935,000 in 1984 on billings of \$12,900,000. In 1983, it had estimated gross income of \$1,815,000 on billings of \$12,100,000. In 1984, volume consisted of \$2,000,000 in media, \$700,000 in materials and services and \$10,200,000 in capitalized fees. In 1983, volume consisted of \$2,100,000 in media, \$500,000 in materials and services and \$9,500,000 in capitalized fees.

Accounts gained: 3M's Automotive Specialties div, Children's Museum of Minnesota, Comp Equipment Corp., Crystal Semiconductor Corp. Lost: Rank Precision Industries' Videomatrix, Schwan's Sales Enterprises' Syncom div. Billings breakdown: Radio 2%, business papers 37%, point of sale 1%, direct mail 10%, collateral 30%, av/sales training 20%. Employees: 36 in three offices. Top execs: Kenneth M. Kamstra, president; Vincent T. Verrecchio, exec vp-creative director; J.M. Warner, vp-acct admin; D.S. Finlayson, vp-acct super; H.R. Long, vp-exec art director; D.L. Burke, vp-media/rch director; M.E. Blyth, exec vp-intl. Phone: (612) 228-1419. ☐

Kerker & Associates, Minneapolis, reported gross income of \$2,934,455 in 1984 on billings of \$19,919,541. In 1983, it reported gross income of \$2,734,323 on billings of \$19,014,249. In 1984, volume consisted of \$8,102,016 in media, \$2,385,959 in materials and services and \$9,431,566 in capitalized fees. In 1983, volume consisted of \$7,680,410 in media, \$2,300,118 in materials and services and \$9,033,721 in capitalized fees.

Accounts gained: Decal Specialties, Control Data Corp.'s Govt Systems div, NCR Comten, 3M Riker Lab. Lost: Boise Cascade, Cold Spring Granite Co., Univac's Defense Systems div. Billings breakdown was not provided. Employees: 45. Top execs: Richard W. Kerker, chairman; Robert E. Marlow, ceo; Allen R. Sandvik, president; Charles C. Wanous, exec vp; Kenneth R. Oelschlager, exec vp. Phone: (612) 835-7922. ☐

Keroff & Rosenberg Advertising, Chicago, reported gross income of \$1,559,896 in 1984 on billings of \$10,404,565. In 1983, it reported gross income of \$1,195,383 on billings of \$7,973,204. In 1984, volume consisted of \$4,161,802 in media, \$1,040,510 in materials and services and \$5,202,253 in capitalized fees. In 1983, volume consisted of \$4,289,942 in media, \$1,253,272 in materials and services and \$4,229,990 in capitalized fees.

Accounts gained: Plywood Minnesota, Prudential Insurance Co. of America's Realty Group; Urban Investment & Development. Lost: None. Billings breakdown: Newspapers 15%, magazines 15%, radio 20%, network tv 5%, spot tv 10%, business papers 20%, direct mail 15%. Employees: 28. Top execs: W. J. Keroff, president; Charles J. Rosenberg, exec vp; Michael A. Swidler, Donna Skertich, vps. Phone: (312) 321-9000. ☐

Kolon, Bittker & Desmond, Troy, Mich., reported gross income of \$2,300,000 in 1984 on billings of \$15,000,000. In 1983, it reported gross income of \$2,200,000 on bill-

ings of \$13,200,000. In 1984, volume consisted of \$10,500,000 in media, \$1,500,000 in materials and services and \$3,000,000 in capitalized fees. In 1983, volume consisted of \$10,428,000 in media, \$1,438,000 in materials and services and \$1,334,000 in capitalized fees.

Accounts gained: Foland's Department Stores, Richard Simmons Anatomy Asylums (Michigan, Ohio), Ford Motor Land Development Corp., New Dimension Food, Potomac Leasing Co. Lost: CBS/Fox Video. Billings breakdown: Newspapers 20%, magazines 4%, supplements 1%, radio 15%, spot tv 35%, outdoor 5%, point of sale 5%, direct mail 10%, other 5%. Employees: 45. Top execs: John Kolon, president-coo, J. Bittker, ceo-chairman; P. Bittker, vice chairman. Phone: (313) 524-2500.

Lang, Fisher & Stashower Advertising, Cleveland, had estimated gross income of \$3,758,000 in 1984 on billings of \$25,049,930. In 1983, it had estimated gross income of \$3,495,000 on billings of \$23,302,261. In 1984, volume consisted of \$14,583,340 in media and billings and \$10,466,590 in capitalized fees. In 1983, volume consisted of \$13,565,890 in media and billings and \$9,736,371 in capitalized fees.

Accounts gained: AGA Gas, EZ Paint, Counselor Scale, Ostendorf-Morris, Channel 61, Sebring Forest. Lost: Cook United. Billings breakdown: Newspapers 17%, magazines 10%, supplements 1%, radio 15%, network tv 3%, spot tv 39%, cable tv 2%, outdoor 1%, business papers 5%, point of sale 2.5%, direct mail 2.5%, other 2%. Employees: 49. Top execs: David L. Stashower, president; Thomas S. Case, Edmund M. Kagy, exec vps; Richard S. Bailey, C. Henry Foltz, senior vps-mgmt super; Richard M. Ruhlman, senior vp-creative director; Charles D. Knepper, senior vp-media director. Phone: (216) 771-0300. ☐

Lauerer Markin Gibbs, Toledo, O., reported gross income of \$2,309,292 in 1984 on billings of \$15,146,201. In 1983, it reported gross income of \$2,081,839 on billings of \$13,762,048. In 1984, volume consisted of \$1,627,572 in media, \$1,614,408 in materials and services and \$11,904,221 in capitalized fees. In 1983, volume consisted of \$1,308,678 in media, \$1,604,789 in materials and services and \$10,848,581 in capitalized fees.

Accounts gained: Scholz Master Builders, Bloomfield s&l, Meilink Safe Co., 1986 PGA Golf Tournament. Lost: NAPA American Brake Block (Marietta, Ga.). Billings breakdown: Newspapers 5%, magazines 35%, radio 2%, spot tv 2%, outdoor 1%, point of sale 5%, direct mail 5%, collateral 20%, sales promo 25%. Employees: 55. Top execs: Kenneth G. Lauerer, senior partner-acct services; G. Edward Gibbs, senior partner-creative services; William B. Markein, senior partner-mktg services. Phone: (419) 841-7744. ☐

Marcus Advertising, Cleveland, reported gross income of \$2,358,796 in 1984 on billings of \$15,726,656. No figures were provided for 1983. In 1984, volume consisted of \$12,016,899 in media, \$1,015,358 in materials and services and \$2,694,399 in capitalized fees. No figures were reported for 1983.

Accounts gained: Cleveland Indians, Marymount Hospital, MPE Distributing, Southwest Hospital, WHK-am Cleveland, Libman Co., Basic Computer, Sentinel Products, Northfield Park. Lost: Cleveland Cavaliers. Billings breakdown: Newspapers 13%, magazines 12%, radio 18%, network tv 43%, outdoor 5%, transit advertising 2%, other 7%. Employees: 32. Top execs: Donald Marcus, president; Harvey

Scholnick, William Greenwald, exec vps; William Brown, James Reed, vps.

Phone: (216) 461-8000.

Maris, West & Baker, Jackson, Mich., reported gross income of \$1,974,966 in 1984 on billings of \$13,173,026. In 1983, it reported gross income of \$1,733,916 on billings of \$11,563,330. In 1984, volume consisted of \$2,164,521 in media, \$999,323 in materials and services and \$10,009,182 in capitalized fees. In 1983, volume consisted of \$2,125,073 in media, \$1,653,807 in materials and services and \$7,784,450 in capitalized fees.

Accounts gained: Adrian's Restaurant, State Bank & Trust-Brookhaven, St. Dominic's Hospital, Hercules, Institute for Technology Development, Jennings & Associates, Johnny's Pizza, Miss Ballet Intl, Inn Serve Corp., Moody Mfg, North Colony condominiums, National Plastics, Sasco and Natheez Pilgrimage Tours. Lost: None. Billings breakdown: Newspapers 19.3%, magazines 27.5%, radio 15.5%, spot tv 24%, outdoor 13.1%, other 0.6%. Employees: 36 in two offices. Top execs: Gerrit A. Maris, president; Norman L. West, exec vp; Harry C. Brown, vp.

Phone: (601) 362-6306.

Marketing Support, Chicago, reported gross income of \$3,382,388 in 1984 on billings of \$21,577,822. In 1983, it reported gross income of \$3,260,822 on billings of \$20,565,144. In 1984, volume consisted of \$2,712,176 in media, \$3,460,741 in materials and services and \$15,404,905 in capitalized fees. In 1983, volume consisted of \$2,119,919 in media, \$3,015,654 in materials and services and \$15,429,571 in capitalized fees.

Accounts gained: Eljer Plumbingware, Gilmour lawn & garden products, Parker Hannifin Components Group, National Carpet & Floorcovering Sale, Dachstein ski boots, Continental-Midland, National Shoe Retailers Assn. Lost: Universal-Rundle Corp. bathroom fixtures, Emerson Environmental products. Billings breakdown: Newspapers 15%, magazines 10%, supplements 5%, radio 10%, network tv 12%, spot tv 15%, outdoor 1%, business papers 14%, point of sale 10%, direct mail 3%, other 5%. Employees: 48 in three offices. Top execs: David L. Weiner, president; Kenneth M. Chakiris, exec vp.

Phone: (312) 565-0044. ☐

Martcom Inc., Columbus, O., reported gross income of \$1,038,762 in 1984 on billings of \$6,850,547. In 1983, it had estimated gross income of \$716,000 on billings of \$4,731,412. In 1984, volume consisted of \$292,111 in media, \$91,500 in materials and services and \$6,476,936 in capitalized fees. No volume breakdown was provided for 1983.

Accounts gained: Aerospace Lubricants, Health Care Logistics, Continental Bioclinical Labs, Medical Frontiers (late 1983). Lost: North American Systems' d'Amelia Pasta, Zanco Inc., Family Med. Billings breakdown: Newspapers 31%, magazines 47%, supplements 1%, radio 9%, spot tv 1%, cable tv 1%, business papers 8%, point of sale 1%, direct mail 1%. Employees: 11. Top exec: Kenneth Burke, president.

Phone: (614) 457-2400. ☐

Mohawk Advertising, Mason City, Ia., reported net income of \$82,272 and gross income of \$1,321,066 in 1984 on billings of \$8,811,510. In 1983, it reported net income of \$28,906 and gross income of \$827,402 on billings of \$5,518,771. In 1984, volume consisted of \$1,870,329 in media, \$974,352 in materials and services and \$5,966,829 in capitalized fees. In 1983, volume consisted of \$1,340,294 in media, \$687,232 in

materials and services and \$3,491,245 in capitalized fees.

Accounts gained: Ross-Temp/Schneider Metal, Druggists Mutual Insurance, Wilson Hybrid Seed, Henkel/Steinberg-Henkel, Schettler Seeds, North Iowa Medical Center, Metalcraft Inc. Lost: None. Billings breakdown: Newspapers 7.9%, magazines 3.1%, radio 13.6%, spot tv 20.4%, outdoor 2.5%, business papers 20.2%, farm publications 18.7%, point of sale 2%, direct mail 9.0%, other 2.6%. Employees: 48 in two offices. Top execs: James S. Clark, president-chairman; Jan M. Grossman, exec vp-creative director; James L. Paape, vp-ag director; Jerry Jepsen, vp-mktg director; Phillip Means, vp-exec art director; William Meeker, vp-controller, treasurer.

Phone: (515) 423-1354.

Frank C. Nahser Inc., Chicago, had gross income of \$2,228,923 in 1984 on billings of \$17,459,355. In 1983, it reported gross income of \$2,046,000 on billings of \$21,202,730.

The agency's 1984 volume included \$9,940,373 in media, \$2,004,640 in materials and services, and \$5,514,342 in capitalized fees. In 1983, volume consisted of \$14,083,000 in media, \$1,882,130 in materials and services, and \$5,237,600 in capitalized fees.

Included in the agency's figures are those of sister agency Frank C. Nahser of Wisconsin Inc., Brookfield, Wis. In 1984 the Chicago agency gained: The Westin Hotel, Miller Shoes. It lost: Miller Shoes.

Billings breakdown: Newspapers 2%, magazines 47%, radio 12%, network tv 10%, spot tv 2%, outdoor 1%, business papers 26%. Employees: 41 in two offices. Top execs: Frank B. (Ron) Nahser, president-ceo; R. Bruce Marsh, senior vp; Daniel M. Schuyler, vp-secretary; Andrew A. Vallozzi, president, Frank C. Nahser of Wisconsin Inc.

Phone: (312) 845-5000. ☐

Noble & Associates, Springfield, Mo., reported gross income of \$3,791,260 in 1984 on billings of \$26,527,811. In 1983, it reported gross income of \$2,656,853 on billings of \$18,363,251. In 1984, volume consisted of \$9,633,554 in media, \$2,610,525 in materials and services and \$14,283,732 in capitalized fees. In 1983, volume consisted of \$8,950,893 in media, \$1,581,444 in materials and services and \$7,830,914 in capitalized fees.

Figures also include those of U.S. subsidiary:

• Noble & Associates/Chicago

Accounts gained: Consolidated Foods Corp.'s Superior Coffee Co., Vollrath Co., Land O' Lakes, Amedco Inc. and Amedco Steel, Tyson Foods' Mexican Original Products, Toastmaster Inc., National Live Stock & Meat Board's Beef Industry Council & Pork Industry Group, Litton Industries' Interconnections. Lost: None. Billings breakdown: Newspapers 7.6%, magazines 20.4%, supplements 10.4%, radio 11.6%, network tv 39.4%, spot tv 9.4%, outdoor 0.8%, other 0.4%. Employees: 113 in two offices. Top execs: Robert B. Noble, ceo; John Morrison, exec vp-mktg services; Terry Fisher, exec vp-creative services; Dennis Marlin, exec vp-advertising services.

Phone: (417) 882-5050. ☐

Northlich, Stolley, Cincinnati, reported net income of \$163,000 and gross income of \$3,494,000 in 1984 on billings of \$23,300,000. In 1983, it reported net income of \$220,000 and gross income of \$3,171,000 on billings of \$21,150,000. In 1984, volume consisted of \$2,780,000 in media, \$450,000 in materials and services and \$20,070,000 in capitalized fees. In 1983, volume consisted of \$1,520,000 in media, \$366,000 in materials and services and

\$19,264,000 in capitalized fees. The reports include figures from U.S. subsidiaries:

• Northlich, Stolley PR
• Design Team One

Accounts gained: GE CAE Intl, Fox Mktg, Fox Research, Marco Pollo Restaurants Intl, Procter & Gamble's Liquid Ivory and Lava, American Standard's Perma Door, Webber Farms. Lost: Baldwin Piano & Organ Co., Microstandard Technologies, Gallo Salame, ZF of North America. Billings breakdown: Newspapers 14%, magazines 65%, radio 9%, spot tv 11%, outdoor 1%. Employees: 75. Top execs: Alexander Stolley, ceo; William M. LaWarre, president; Brenda V. Ganulin, Barry E. Raut, Mark A. Serrienne, senior vps.

Phone: (513) 421-8840. ☐

Paragon Advertising & Public Relations, Minneapolis, reported gross income of \$4,178,000

in 1984 on billings of \$30,343,000. In 1983, it reported gross income of \$4,113,000 on billings of \$28,417,000. In 1984, volume consisted of \$11,844,000 in media, \$5,046,000 in materials and services and \$13,453,000 in capitalized fees. In 1983, volume consisted of \$13,376,000 in media, \$4,069,000 in materials and services and \$10,972,000 in capitalized fees.

Accounts gained: Canterbury Downs racetrack, Judith N. Brown, Keebler Co. new product development, Norelco Corp., Ve-kich, Arkema & Co. Lost: American Crystal Sugar, Industrial Fabrics, Lea Foods, Schweigert Brand, Micro Component Technology, Proex Photo Systems. Billings breakdown: Newspapers 11%, magazines 11%, radio 9%, network tv 34%, spot tv 26%, outdoor 7%, direct mail 2%. Employees: N/A. Top execs: Trevor R. Gettelman, chairman; Robert L. Jones, president;

Gary L. Vars, exec vp; Roland W. Comstock, senior vp-pr.
Phone: (612) 835-3707. ☐

PR Associates, Akron, O., reported gross income of \$1,800,000 in 1984 on billings of \$9,850,000. In 1983, it reported gross income of \$1,100,000 on billings of \$7,784,000. In 1984, volume consisted of \$2,200,000 in media, \$650,000 in materials and services and \$7,000,000 in capitalized fees. In 1983, volume consisted of \$1,000,000 in media, \$684,000 in materials and services and \$6,100,000 in capitalized fees.

Accounts gained: Norton Performance Plastics, Western Lithotech (St. Louis, Mo.), Intech Systems (Hampton, Va.), Sharon Steel Corp. (Sharon, Pa.). Lost: None. Billings breakdown: Newspapers 5%, magazines 65%, radio 10%, spot tv 20%. Employees: 33. Top execs: Paul L. Schmitz, president; Alan R.

Represented nationally by: Creamer, Woodward, O'Mara & Ormabee, Inc. (CWO&O).

Midwest: Ill agencies \$1,000,000-\$5,000,000



Kliskey, exec vp; Patricia Ray Hardesty, vp-financial; John C. Moore, vp-rsch; Matthew Heidorf, vp-acct services.
Phone: (216) 928-8000.

Ross Advertising, Peoria, Ill., reported net income of \$163,046 and gross income of \$1,259,060 in 1984 on billings of \$10,093,738. In 1983, it reported net income of \$249,786 and gross income of \$1,128,622 on billings of \$8,764,448. In 1984, volume consisted of \$2,000,000 in media, \$1,200,000 in materials and services and \$6,893,738 in capitalized fees. In 1983, volume consisted of \$1,600,000 in media, \$1,028,708 in materials and services and \$6,135,740 in capitalized fees.

Accounts gained: Quintron Corp., Merchants National Bank, National Chempruf. Lost: None. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, spot tv 10%, outdoor 1%, business papers 25%, farm publications 10%, point of sale 9%, direct mail 25%. Employees: 28. Top execs: A. Wayne Flittner, president; Ken Westerdale, exec vp-creative director; Fred Kowalske, exec vp-operations.

Phone: (309) 691-4436. ☐

Saffer Cravit & Freedman Advertising, Chicago, the U.S. arm of the Toronto-headquartered agency of the same name, reported gross income of \$2,026,261 in 1984 on billings of \$16,856,401. The agency did not report results for 1983. In 1984, U.S. volume consisted of \$4,180,657 in media, \$3,613,369 in materials and services and \$9,062,375 in capitalized fees.

The Toronto shop had non-U.S. gross income of \$5,734,881 and non-U.S. capitalized billings of \$63,154,782, broken down into \$29,167,187 in media, \$12,437,185 in materials and services and \$21,550,410 in capitalized fees. The Toronto contribution brings total gross income for the Canadian-based agency to \$7,761,142 on billings of \$80,011,183. However, because Saffer Cravit & Freedman is Canadian-based, only its individual U.S. subsidiary is considered in ranking the agency in this issue.

U.S. accounts gained: Carson, Pirie, Scott in Chicago, County Seat stores in Dallas and Richman-Gordman department stores in Omaha. Lost: Simpson's, Coles Books, Budget Rent-A-Car, Firestone U.S., Scitron. Billings breakdown: Newspapers 40%, magazines 5%, radio 20%, spot tv 20%, outdoor 5%, other 10%. Employees: 20 in Chicago; 200 in three offices worldwide. Top execs: Morris Saffer, president/partner; David Cravit, exec vp/partner; Jim Wallace, president; Wallace SCF/partner; Ron Smith, vp-Chicago; Richard Padulo, Terrence Morgan, senior vps-client services; Ronald Bremner, senior vp-media; Raymond Jankelow, senior vp-finance & admin; Margaret Cioffi, senior vp-creative; Donna Pearl, senior vp-new business; Isabella Carnegie, senior vp-production.
Phone: (416) 449-7961.

Ken Schmidt Co., Milwaukee, reported gross income of \$1,415,000 in 1984 on billings of \$8,031,000. In 1983, it reported gross income of \$1,300,000 on billings of \$8,025,200. In 1984, volume consisted of \$3,942,000 in media, \$1,822,500 in materials and services and \$2,266,500 in capitalized fees. In 1983, volume consisted of \$4,420,000 in media, \$1,877,000 in materials and services and

\$1,728,200 in capitalized fees.

Accounts gained: Blaw-Knox Construction Equipment, Claas of America, Duphar Nutrition, Phoenix Products Co. Lost: Hopkins, American Hoechst. Billings breakdown: Magazines 50%, radio 10%, spot tv 6%, farm publications 34%. Employees: 28. Top execs: Kenneth W. Schmidt, chairman-ceo; Cecil M. Hunt, president.
Phone: (414) 224-0210.

Sefton Associates, Grand Rapids, Mich., had estimated gross income of \$2,183,000 in 1984 on billings of \$14,238,700. In 1983, it had estimated gross income of \$2,295,750 on billings of \$15,039,500. In 1984, volume consisted of \$1,700,000 in media, \$1,800,000 in materials and services and \$10,738,700 in capitalized fees. In 1983, volume consisted of \$1,200,000 in media, \$1,500,000 in materials and services and \$12,339,500 in capitalized fees.

Accounts gained: Wolverine Brass Works, Wedin Corp. L. None. Billings breakdown: Newspapers 10%, magazines 50%, radio 7%, network tv 10%, spot tv 10%, cable tv 2%, outdoor 2%, transit advertising 2%, point of sale 2%, direct mail 5%. Employees: 33 in two offices. Top execs: G. William Sefton, chairman; James E. Stevens, president; David D. Teater, Guy E. Greene, exec vps; Gary Petertyl, Michael Nickel, Rudolph N. Carlson Jr., Richard T. Lang, senior vps.
Phone: (616) 957-0600.

Shaffer/MacGill & Associates, Chicago, reported gross income of \$1,572,311 in 1984 on billings of \$9,777,312. In 1983, it reported gross income of \$1,415,518 on billings of \$8,881,839. In 1984, volume consisted of \$4,612,720 in media, \$1,455,085 in materials and services and \$3,709,507 in capitalized fees. In 1983, volume consisted of \$4,305,648 in media, \$1,085,333 in materials and services and \$3,490,858 in capitalized fees.

Accounts gained: Currie Motors, First American Savings, Focus Real Estate Finance Co., Peerless Instrument. Lost: Abacus Group. Billings breakdown: Newspapers 30%, magazines 5%, radio 10%, spot tv 25%, outdoor 1%, business papers 29%. Employees: 36 in two offices. Top execs: Jerome B. Shaffer, president.
Phone: (312) 467-0920.

Simons Michelson Zieve, Troy, Mich., reported gross income of \$2,950,000 in 1984 on billings of \$16,557,000. In 1983, it reported gross income of \$3,100,000 on billings of \$17,365,000. In 1984, volume consisted of \$11,372,000 in media, \$1,275,000 in materials and services and \$3,910,000 in capitalized fees. In 1983, volume consisted of \$12,460,000 in media, \$1,435,000 in materials and services and \$3,470,000 in capitalized fees.

Accounts gained: NuVision Inc., Professional Foot Center, Disposafresh, Jewish Chautauqua. Lost: Bloomfield s&l, Guardian Photo div, Towne & Country Interiors. Billings breakdown: Newspapers 19%, magazines 11%, radio 19%, spot tv 27%, outdoor 18%, transit advertising 3%, point of sale 2%, direct mail 1%. Employees: 51. Top execs: Morton Zieve, chairman; James A. Michelson, president; Evelyn J. Keller, exec vp.
Phone: (313) 649-5600. ☐

Stephan & Brady, Madison, Wis., reported gross income of \$2,114,524 in 1984 on billings of

\$15,471,640. In 1983, it reported gross income of \$2,096,912 on billings of \$15,364,230. In 1984, volume consisted of \$4,242,783 in media, \$1,420,355 in materials and services and \$9,808,502 in capitalized fees. In 1983, volume consisted of \$4,165,876 in media, \$1,311,118 in materials and services and \$9,887,236 in capitalized fees.

Accounts gained: Wisconsin Dairies' Foremost Whey Products div, Parker Pen (collateral & co-op programs), Adolph Coors Brewing's regional pr, Wingra Village. Lost: Thermolyne Corp. Billings breakdown: Newspapers 23%, magazines 9%, supplements 1%, radio 5%, spot tv 18%, outdoor 1%, business papers 23%, farm publications 2%, point of sale 1%, direct mail 7%, collateral 10%. Employees: 40. Top execs: Hugh Brady, chairman-ceo; Jack Ragel, president-coo; Frank Fueger, senior vp.
Phone: (608) 241-4141.

Stern Walters/Earle Ludgin, Chicago, a subsidiary of Ted Bates Worldwide, reported gross income of \$4,184,135 in 1984 on billings of \$32,387,647. In 1983, it reported gross income of \$4,021,072 on billings of \$31,519,581.

The agency's 1984 volume consisted of \$17,008,627 in media, \$2,951,363 in materials and services and \$12,427,657 in capitalized fees. Its 1983 volume consisted of \$18,158,336 in media, \$1,997,787 in materials and services and \$11,363,458 in capitalized fees.

In 1984 the agency gained: American Warranty, Baskin-Robbins (Chicagoland), Alberto Culver, Squirt, Levy Organization. It lost: Agar Foods, Hosiery Mate, Convenient Food Marts.

Billings breakdown: Newspapers 9%, magazines 27%, radio 16%, network tv 12%, spot tv 26%, business papers 10%. Employees: 71 in two offices. Top execs: Gerald J. Stern, chairman; William Quigley Jr., president; Don Costello, vice chairman; Ira Brichta, exec vp; Eileen Healy, senior vp-treasurer; Willard Isenberger, exec vp, West Coast; Richard Bach, Maryanne Friend, William Thomas, Scott Schaive, William Casey, Robert Cannell, senior vps.
Phone: (312) 642-4990.

Stone, August & Co., Birmingham, Mich., reported gross income of \$1,840,995 in 1984 on billings of \$14,930,820. In 1983, it reported gross income of \$1,620,000 on billings of \$10,200,482. In 1984, volume consisted of \$6,854,069 in media, \$2,053,448 in materials and services and \$6,023,303 in capitalized fees. In 1983, volume consisted of \$6,826,590 in media, \$787,000 in materials and services and \$2,586,892 in capitalized fees.

Accounts gained: Weight Watchers (of New Hampshire, Dallas, Dayton, Syracuse, Memphis, Philadelphia, S. Illinois, Baltimore, Erie, Atlanta, Omaha), Phar-Mor Guaranty Federal Savings, Consumers Power, Providence Hospital. Lost: Detroit Symphony Orchestra, A.N.R., Sanders. Billings breakdown: Newspapers 31%, magazines 2%, radio 10%, spot tv 56%, business papers 1%. Employees: 34. Top execs: Ronald Stone, chairman; James August, president; Sandra Grossman, treasurer.
Phone: (313) 646-9200. ☐

Stone & Simons Advertising, Southfield, Mich., reported gross income of \$2,438,120 in 1984 on billings of \$16,080,000. In 1983, it reported gross income of \$2,172,174 on billings of \$13,140,800. In 1984, volume consisted of \$10,990,658 in media, \$1,852,030 in materials and services and \$3,237,312 in capitalized fees. In 1983, volume consisted of \$9,386,809 in media, \$1,230,930 in materials and services and \$2,523,061 in capitalized fees.

Accounts gained: Monarch Fine

Foods, Security Bank. Lost: C.A. Muer Corp. Billings breakdown: Newspapers 15%, magazines 7%, radio 25%, network tv 26%, spot tv 26%, transit advertising 1%. Employees: 38. Top execs: Charles G. Stone, chairman-president; Christopher B. Gaffield, vp-mktg; Robert Sorock, exec vp-client services.
Phone: (313) 358-4800.

Sullivan Higdon & Sink, Wichita, Kan., reported gross income of \$1,923,697 in 1984 on billings of \$14,746,958. In 1983, it reported gross income of \$1,541,083 on billings of \$10,769,084. In 1984, volume consisted of \$2,351,348 in media, \$2,766,702 in materials and services and \$9,628,908 in capitalized fees. In 1983, volume consisted of \$2,672,589 in media, \$1,615,536 in materials and services and \$6,480,959 in capitalized fees.

Accounts gained: Airosol Co., Capital Systems, Coleman Co.'s outing products-collateral, Medspace, NCR Wichita division, Wescon Products' Consumer Products div, W-W Grinder. Lost: Kansas Dept of Economic Development, Dold Foods. Billings breakdown: Newspapers 17.3%, magazines 41.7%, radio 0.9%, spot tv 2.3%, outdoor 0.4%, business papers 34.8%, farm publications 2.6%. Employees: 38. Top execs: Wendell R. Sullivan, Allan K. Higdon, B. Vaughn Sink, executive committee.
Phone: (316) 263-0124. ☐

Don Tennant Co., Chicago, Ill., reported gross income of \$3,500,000 in 1984 on billings of \$34,000,000. In 1983, it reported gross income of \$3,700,000 on billings of \$35,500,000. In 1984, volume consisted of \$29,896,000 in media, \$1,753,000 in materials and services and \$2,351,000 in capitalized fees. In 1983, volume consisted of \$32,589,000 in media, \$2,578,000 in materials and services and \$333,000 in capitalized fees.

Accounts gained: National Savings, Ralston-Purina's Gremlins Cereal and Songberry Bird Food, WBEZ-fm Chicago Radio. Lost: Ragold Inc. Billings breakdown: Newspapers 1%, magazines 4%, radio 2%, network tv 68%, spot tv 24%, other 1%. Employees: 35. Top execs: Don Tennant, chairman; Roland Waller, vice chairman; Elizabeth Harrington, president; Denis Naylor, exec vp-director creative services.
Phone: (312) 644-4600.

John Volk Co., Chicago, reported gross income of \$1,062,865 in 1984 on billings of \$7,515,973. In 1983, it reported gross income of \$661,033 on billings of \$4,856,128. In 1984, volume consisted of \$2,108,150 in media, \$2,126,790 in materials and services and \$3,281,033 in capitalized fees. In 1983, volume consisted of \$1,233,689 in media, \$475,980 in materials and services and \$3,146,459 in capitalized fees.

Accounts gained: U.S. Sweetener Producers Group pr, A.E. Staley pr, MDM Cattle Co., High Plains Journal, Caterpillar Tractor Co. special projects. Lost: None. Billings breakdown: Newspapers 11%, radio 16%, business papers 8%, farm publications 65%. Employees: 20. Top execs: John Volk, president; Tom Wright, vp-associate creative director; Mary Kowalezyk, vp-pr; John Larkin, vp-acct super; Margaret O'Brien, business manager.
Phone: (312) 787-7117.

Waldbillig & Besteman, Madison, Wis., reported gross income of \$1,730,916 in 1984 on billings of \$13,906,455. In 1983, it reported gross income of \$1,486,780 on billings of \$11,751,010. In 1984, volume consisted of \$2,560,000 in media, \$1,845,000 in materials and services and \$9,501,455 in capitalized fees. In 1983, volume consisted of

\$2,138,862 in media, \$1,582,335 in materials and services and \$8,029,813 in capitalized fees.

Accounts gained: CUNA Service Group, U.S. Central Credit Union, CUNA Mortgage Corp., CUNA Mutual Insurance Group (projects) PERSOFT Inc., Stauffer Cheese, Jones Distributing, Rheinhessen Wine Board, Monroe Specialty Co. Lost: Sassafras Ltd./Karen & Co., Richard Foods Corp. Billings breakdown: Newspapers 12%, magazines 3%, radio 8%, spot tv 7%, cable tv 1%, outdoor 2%, business papers 16%, farm publications 4%, point of sale 7%, direct mail 13%, other 27%. Employees: 38. Top execs: William J. Waldbillig, president; Robert H. Besteman, exec vp; Michael F. Knapstein, vp-acct super; Thomas J. Senatori, vp-art; David A. Genschaw, vp-controller.
Phone: (608) 238-4767.

Wardrop Murtaugh Temple & Frank, Chicago, reported gross income of \$1,728,900 in 1984 and billings of \$12,800,000. In 1983, it reported gross income of \$1,710,000 on billings of \$11,400,000. In 1984, volume consisted of \$6,650,000 in media, \$4,876,000 in materials and services and \$1,274,000 in capitalized fees. In 1983, volume consisted of \$5,900,000 in media, \$4,286,060 in materials and services and \$1,213,940 in capitalized fees. Accounts gained: Irv's Men's Clothing. Lost: None. Billings breakdown: Newspapers 40%, magazines 20%, radio 20%, spot tv 10%, business papers 10%. Employees: 21. Top execs: Jack Wardrop, president; John Temple, creative director; P. Murtaugh, exec vp.
Phone: (312) 750-9200.

Warren Anderson, Davenport, Ia., reported gross income of \$1,036,328 in 1984 on billings of \$6,912,310. In 1983, it reported gross income of \$1,026,945 on billings of \$6,849,725. In 1984, volume consisted of \$1,055,187 in media, \$683,377 in materials and services and \$5,173,746 in capitalized fees. In 1983, volume consisted of \$1,393,419 in media, \$668,573 in materials and services and \$4,787,733 in capitalized fees.

Accounts gained: M.A. Ford, First National Bank of Maine, Budget Rent A Car, Hansoly Corp. Lost: Wendy's, Vielies, Davenport Bank & Trust. Billings breakdown: Newspapers 3%, radio 20%, network tv 35%, outdoor 1%, farm publications 16%, other 25%. Employees: 26. Top execs: Gerald D. Jacks, chairman; David D. Hansen, president; Jane Gardner, Arlen Stensrud, David Aeschliman, vps.
Phone: (319) 326-2596.

West, Gentry & Morris, Rockford, Ill., reported net income of \$126,000 and gross income of \$1,950,000 in 1984 on billings of \$8,647,000. In 1983, it reported net income of \$66,962 and gross income of \$1,810,614 on billings of \$7,567,575. In 1984, volume consisted of \$3,150,000 in media, \$412,000 in materials and services and \$5,076,000 in capitalized fees. In 1983, volume consisted of \$2,600,000 in media, \$428,160 in materials and services and \$4,339,415 in capitalized fees. The report includes figures from U.S. subsidiary:

• **WG&M, Minneapolis**

Accounts gained: Morgan Products Ltd., Magic Waters, State of Illinois's Dept of Commerce & Community Affairs, VSB Hospitals, HydroLine Mfg, Pacific Scientific's Motors div. Lost: Bachrodt Chevrolet. Billings breakdown: Newspapers 7%, magazines 55%, radio 10%, spot tv 10%, outdoor 3%, point of sale 3%, direct mail 8%, other 4%. Employees: 23 in two offices. Top execs: Robert West, president; William Morris, exec vp; Jeanne Kant, vp-mgr/Minneapolis office, David Sundstedt, senior vp;

Midwest: III agencies \$1,000,000-\$5,000,000



Joseph Ubben, Arthur Page, vps;
Donna Williams, controller.
Phone: (815) 968-5552. ☐

Yaffe Berline, Southfield, Mich., reported gross income of \$1,502,552 in 1984 on billings of \$10,002,817. In 1983, it reported gross income of \$1,481,134 on billings of \$10,061,371. In 1984, volume consisted of \$5,668,762 in media, \$810,475 in materials and services and \$3,523,580 in capitalized fees. In 1983, volume consisted of \$5,696,348 in media, \$820,585 in materials and services and \$3,544,438 in capitalized fees.

Accounts gained: Servico's Michigan Inn, Northfield Hilton, Southfield Hilton and Troy Hilton, Michigan Dept of Transportation, Mickey Shorr, Kay & Kay/The Tile DePot. Lost: Michigan Panthers. Billings breakdown: Newspapers 21%, magazines 2%, radio 32%, spot tv 38%, outdoor 7%. Employees: 30. Top exec: Fred Yaffe, chairman-ceo.

Phone: (313) 552-7800.

Yellow Pages Marketing Services, Mequon, Wis., reported gross income of \$3,752,000, of which \$88,000 was non-U.S. contributions, in 1984 on billings of \$25,025,000. In 1983, it reported gross income of \$3,019,000, of which \$78,000 was non-U.S. contributions, on billings of \$20,136,000. In 1984, volume was all in media. No volume breakdown was provided for 1983.

South: III agencies \$1,000,000-\$5,000,000



Ackerman & McQueen, Oklahoma City, reported gross income of \$3,850,782 in 1984 on billings of \$26,449,200. In 1983, it reported gross income of \$3,316,562 on billings of \$22,754,070. In 1984, volume consisted of \$10,178,328 in media, \$3,161,248 in materials and services and \$13,109,624 in capitalized fees. In 1983, volume consisted of \$8,786,322 in media, \$2,450,032 in materials and services and \$11,517,716 in capitalized fees.

Accounts gained: Pizza Hut/regional, Fleming Cos., Sheraton Kensington in Tulsa. Lost: PepsiCo's Lee Way Motor Freight div. Billings breakdown: Newspapers 11%, magazines 36%, radio 15%, spot tv 26%, outdoor 4%, business papers 8%. Employees: 80 in three offices. Top execs: Ray Ackerman, chairman; Angus McQueen, president; Bruce Anderson, exec vp; Peggy Howard, Jeffrey Nauser, Cynthia McAra, Patti Weinbrenner, Gail Daniels, senior vps; William Winkler, secretary/treasurer. Phone: (405) 843-7777. ☐

Adair Associates/Advertising, Atlanta, reported gross income of \$1,013,850 in 1984 on billings of \$5,427,462. In 1983, it reported gross income of \$996,062 on billings of \$4,870,863. In 1984, vol-

ume consisted of \$587,000. In 1983, the volume consisted of \$520,000.

Accounts gained: 69. Lost: 8. Billings breakdown: National Yellow Pages 100%. Employees: 63 in seven offices. Top execs: T.F. Scannell Jr., chairman-ceo; R.C. Miller, president; Mark O. Brown, Helen B. Harper, R.B. Kennedy, D.J. Madison, R.N. Magnolia, J.F. Ponce, K.L. Smith, M.G. Young, D.A. Zimmel, vps.

Phone: (414) 241-8600. ☐

Zylke & Associates, Northbrook, Ill., reported gross income of \$1,611,078 in 1984 on billings of \$10,745,890. In 1983, it reported gross income of \$1,487,379 on billings of \$9,929,818. In 1984, volume consisted of \$3,471,380 in media, \$1,453,889 in materials and services and \$5,820,621 in capitalized fees. In 1983, volume consisted of \$3,441,000 in media, \$2,141,000 in materials and services and \$4,347,818 in capitalized fees.

Accounts gained: Payhauler Corp., Charmilles Technologies, Consolidated Thermoplastics, Friedman Associates, Marketing Innovators Intl, Signal Products, Tipton Laboratories. Lost: Press Machinery, MCC Powers, North American Car. Billings breakdown: Business papers 60%, farm publications 1%, direct mail 20%, other 19%. Employees: 25. Top execs: Ralph B. Zylke, president; Charles H. Puls, exec vp.

Phone: (312) 498-9300.

ume consisted of \$151,226 in media, \$2,556,371 in materials and services and \$2,719,919 in capitalized fees. In 1983, volume consisted of \$194,696 in media, \$2,314,334 in materials and services and \$2,361,833 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• Bottlers Press

Accounts gained: Oak Creek Basket, Shared Services for Southern Hospitals, Oxford Services, Lucius Barbeque, Dunbarton Corp. Lost: Coggins Systems Inc., M&M Products, Samford University. Billings breakdown: Newspapers 29%, magazines 13%, radio 13%, spot tv 45%. Employees: 16. Top exec: William M. Adair, president.

Phone: (404) 351-8424. ☐

Advertising Incorporated, Tulsa, Okla., reported net income of \$108,000 and gross income of \$3,382,000 in 1984 on billings of \$22,547,000. In 1983, it reported net income of \$84,000 and a gross income of \$3,235,747 on billings of \$21,582,432. In 1984, volume consisted of \$10,053,776 in media, \$3,809,200 in materials and services and \$8,684,024 in capitalized fees. In 1983, volume consisted of \$8,956,367 in media, \$4,396,102 in materials and services and \$8,229,963 in capitalized fees.

Accounts gained: Technical Oil Tool Corp. (TOTCO), American Multi-Cinema, Electronic Banking Systems-Dallas, Tulsa Tribune, Transfund, Petrolite Specialty Polymers Group. Lost: United Bank, Economic Development Commission, Dutton Lainsco Co. Billings breakdown: Newspapers 7%, magazines 17%, radio 20%, network tv 10%, spot tv 35%, cable tv 1%, out-

door 2%, business papers 7%, transit advertising 1%. Employees: 63 in three offices. Top execs: Tom Tripp, chairman; Bob Daily, president; Jack Harwood, senior vp; Todd Van Every, mng vp-Oklahoma City; Ron J. Lucas, mng vp-Houston.

Phone: (918) 747-8871. ☐

Anson-Stoner, Winter Park, Fla., reported net income of \$172,264 and gross income of \$1,029,239 in 1984 on billings of \$7,219,852. In 1983, it reported net income of \$110,517 and gross income of \$692,118 on billings of \$4,395,518. In 1984, volume consisted of \$6,178,918 in media, \$894,194 in materials and services and \$146,740 in capitalized fees. In 1983, volume consisted of \$3,520,307 in media, \$828,588 in materials and services and \$46,623 in capitalized fees.

Accounts gained: Hilton at Walt Disney World Village, Orlando Regional Medical Center, Rent-A-Center of Florida. Lost: None. Billings breakdown: Newspapers 7%, magazines 9%, supplements 2%, radio 3%, spot tv 75%, outdoor 1%, point of sale 1%, direct mail 2%. Employees: 18. Top execs: Joseph B. Anson, president-creative director; Michael R. Stoner, exec vp.

Phone: (305) 629-9484. ☐

Arnold Harwell McClain & Associates, Dallas, reported net income of \$21,700 and gross income of \$1,386,743 in 1984 on billings of \$9,249,578. In 1983, it reported net income of \$5,226 and gross income of \$1,351,302 on billings of \$9,013,182. In 1984, volume consisted of \$544,203 in media, \$424,325 in materials and services and \$8,281,050 in capitalized fees. In 1983, volume consisted of \$888,877 in media, \$1,417,957 in materials and services and \$6,706,348 in capitalized fees.

Accounts gained: Texas Utilities Electric Co., Dallas Area Rapid Transit. Lost: Lone Star Cadillac Co. Billings breakdown: Newspapers 22%, magazines 3.3%, radio 15.1%, spot tv 56.6%, outdoor 3%. Employees: 21. Top execs: George L. Arnold, president-ceo; Barbara Harwell, chairman-creative director; Robert W. Foster, exec vp-coo; Martha McClain, exec vp-cfo; William McGee, senior vp.

Phone: (214) 521-6400. ☐

Gordon Bailey & Associates, Stone Mountain, Ga., reported net income of \$120,000 and gross income of \$1,995,166 in 1984 on billings of \$13,302,413. In 1983, it reported net income of \$72,760 and gross income of \$1,320,996 on billings of \$10,977,439. In 1984, volume consisted of \$40,868 in media, \$1,488,418 in materials and services and \$1,177,117 in capitalized fees. In 1983, volume consisted of \$1,504,604 in media, \$749,129 in materials and services and \$8,723,706 in capitalized fees.

Accounts gained: Foods div of Mobil Chemical Co. Lost: None. Billings breakdown: Business papers 80%, point of sale 10%, direct mail 10%. Employees: 36. Top execs: Gordon Bailey, president; Alfred Schoelles, exec vp.

Phone: (404) 296-2777. ☐

Barker Campbell & Farley, Virginia Beach, Va., reported gross income of \$1,200,000 in 1984 on billings of \$8,000,000. In 1983, it reported gross income of \$1,000,000 on billings of \$6,500,000. In 1984, volume consisted of \$2,199,500 in media, \$4,800,000 in materials and services and \$1,000,500 in capitalized fees. In 1983, volume consisted of \$1,933,000 in media, \$3,900,000 in materials and services and \$667,000 in capitalized fees.

Accounts gained: Maryview Psychiatric & Community Mental Health Center, Eastern Computers, Goodman Sagar Hogan, Potash Co.

of America, Reuter Laboratories, Carswell Import & Mktg Assn. Lost: Williamsburg Area Conference & Tourism Bureau, Professional Realty/R.G. Moore, Brewster Leeds & Co., E.F. Burlingham & Sons. Billings breakdown: Newspapers 20%, magazines 20%, radio 20%, spot tv 20%, outdoor 10%, farm publications 5%, direct mail 5%. Employees: 30.

Top execs: Robert A. Barker, president; William T. Campbell, exec vp-creative; A. Palmer Farley, exec vp; J. Robert Stiffler, senior vp-agribusiness; Richard Gearhart, vp-media director; Sharon Brady, vp-art.

Phone: (804) 497-4811.

Bauerlein Inc., New Orleans, reported gross income of \$2,052,018 in 1984 on billings of \$14,151,296. In 1983, it reported gross income of \$1,918,406 on billings of \$13,200,456. In 1984, volume consisted of \$5,976,669 in media, \$1,473,493 in materials and services and \$6,701,134 in capitalized fees. In 1983, volume consisted of \$4,920,192 in media, \$1,722,259 in materials and services and \$6,558,005 in capitalized fees.

Accounts gained: Westminster Corp., Pizza Hut, Butch Baum & Associates, National Medical Enterprises. Lost: Louisiana Dept of Commerce & Industry, Plantation Business Campus. Billings breakdown: Newspapers 22%, magazines 28%, radio 13%, network tv 32%, outdoor 5%. Employees: 39. Top execs: Eugene Barnes, president; Kenneth Gormin, chairman.

Phone: (504) 522-5461.

Behrends & Co., High Point, N.C., reported gross income of \$1,023,846 in 1984 on billings of \$7,099,805. In 1983, it reported gross income of \$906,755 on billings of \$6,219,288. In 1984, volume consisted of \$1,185,683 in media, \$1,188,220 in materials and services and \$4,725,902 in capitalized fees. In 1983, volume consisted of \$1,008,691 in media, \$1,079,219 in materials and services and \$4,131,378 in capitalized fees.

Accounts gained: First Charter National Bank, Adriana's Gelateria, Jonbil Inc., Commercial Office of the Government of Spain in Miami, TL Industries Inc./Indiana Moulding. Lost: None. Billings breakdown: Newspapers 15%, magazines 10%, supplements 10%, radio 17%, spot tv 15%, outdoor 5%, business papers 22%, direct mail 6%. Employees: 29. Top execs: Richard D. Behrends, president-chairman; Sylvia Y. Passavant, secretary/treasurer; Richard Fursmansk, Robert A. Bodle Jr., vps-creative.

Phone: (919) 882-4151. ☐

Louis Benito Advertising, Tampa, Fla., reported gross income of \$3,100,000 in fiscal year 1984, ended September 30, on billings of \$20,800,000. In fiscal 1983, it reported gross income of \$2,730,000 on billings of \$19,199,000. In 1984, volume consisted of \$17,500,000 in media and \$3,300,000 in capitalized fees. In 1983, volume consisted of \$15,200,000 in media and \$3,999,000 in capitalized fees.

Accounts gained: Bardmoor Properties, Leisure Entertainment, Clairson Products, Sheraton Maitland, Sheraton World. Lost: Circus World. Billings breakdown: Newspapers 18%, magazines 13%, radio 15%, spot tv 42%, outdoor 5%, business papers 3%, direct mail 4%. Employees: 61 in three offices. Top execs: Jack Painter, chairman-president; Ken Bernhardt, exec vp; Duke Miller, senior vp.

Phone: (813) 877-8200.

Black, Gillock & Langberg, Houston, reported gross income of \$1,863,000 in 1984 on billings of \$11,996,000. In 1983, it reported gross income of \$1,292,053 on bill-

ings of \$7,645,000. In 1984, volume consisted of \$9,580,000 in media and \$2,416,000 in materials and services. In 1983, volume consisted of \$6,058,000 in media and \$1,587,000 in materials and services. Accounts gained: Tune-up Plus, Aero-Date, Cigna Healthcare, Cimarron Development Corp, Life Forms, Lost: Houston Post, Ron's Fried Chicken. Billings breakdown: Newspapers: 28%, magazines 2%, supplements 1%, radio 22%, spot tv 20%, outdoor 27%. Employees: 28. Top execs: William Scott Black, president-ceo; Leslie Scott Langberg, exec vp.

Phone: (713) 781-6666. ☐

Bowes/Hanlon Advertising, Atlanta, reported net income of \$445,000 and gross income of \$2,145,266 in 1984 on billings of \$14,489,072. In 1983, it reported net income of \$316,214 and gross income of \$1,569,402 on billings of \$10,562,029. In 1984, volume consisted of \$2,990,787 in media, \$2,780,295 in materials and services and \$8,717,990 in capitalized fees. Not included in the media volume in 1984 was \$3,600,000 in media purchased on a net basis. In 1983, volume consisted of \$3,673,202 in media, \$2,050,609 in materials and services and \$4,838,218 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Strategic Research Center
- Bowes/Hanlon/Yarborough PR
- The Project Group

Accounts gained: Walker Interactive Products, Harry Norman Realtors, Bank Earnings Intl, Dow Chemical Carpet Backing div, First Nationwide Network, Home Federal s&l, Marriott Marquis Hotel, Tangent Technologies, Ambulatory Resources, Quail Intl. Lost: Fickling & Walker Insurance. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, spot tv 20%, outdoor 1%, business papers 15%, point of sale 10%, direct mail 5%, other 4%. Employees: 35. Top execs: Kenneth E. Bowes, president; George R. Hanlon, exec vp; Joel M. Babbit, senior vp.

Phone: (404) 261-1900. ☐

Caravetta Allen Kimbrough/BBDO, Miami, part of BBDO International, had estimated gross income of \$1,200,000 in 1984 on billings of \$8,000,000. In 1983, it reported gross income of \$1,635,792 on billings of \$10,910,732. In 1984, volume consisted of \$5,000,000 in media and \$3,000,000 in materials and services. In 1983, volume consisted of \$7,619,257 in media, \$2,353,673 in materials and services, and \$937,802 in capitalized fees.

Accounts gained: Southeast Medical Center, Hoffman Group of Florida. Lost: AmeriFirst s&l. Billings breakdown: Newspapers 49%, magazines 5%, radio 21%, spot tv 25%. Employees: 22. Top execs: Fred Caravetta, chairman; Nina Cohen, president; Richard Flury, senior vp; Lane Atkins, senior vp-creative director; Rod R. Carlson, senior vp-client service.

Phone: (305) 594-1896.

Cargill, Wilson & Acree, Atlanta, a subsidiary of Doyle Dane Bernbach, reported gross income of \$4,481,000 in 1984 on billings of \$29,890,000. In 1983, it reported gross income of \$4,057,000 on billings of \$27,059,000. No volume breakdown was provided for either year.

Accounts gained: Chick-fil-A, Interface Flooring Systems, Days Inn of America, Northside Realty Associates. Lost: Cable America, Krystal Co., Pro Group golf equipment. No media breakdown was provided. Employees: 87. Top exec: Watson Mundy, president.

Phone: (404) 261-8700.

Profiles with a checked box (☐) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☐†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Cole Henderson Drake, Atlanta, reported gross income of \$1,552,640 in 1984 on billings of \$10,918,840. In 1983, it reported gross income of \$1,082,280 on billings of \$7,648,752. In 1984, volume consisted of \$8,953,448 in media, \$1,398,442 in materials and services and \$566,950 in capitalized fees. In 1983, volume consisted of \$6,142,538 in media, \$1,072,664 in materials and services and \$433,550 in capitalized fees.

Accounts gained: Jim Dandy Dog Food, Arby's Inc.-franchising div, MacGregor Golf Co., Sawgrass div of Arvida Corp., McDonnell-Douglas Banking Systems Co., Birmingham, Ala., Ritz-Carlton of Naples, Fla., and Laguna-Niguel, Cal. Lost: JP Hotels (div of W.B. Johnson Properties), Digital Communications Associates, Benson's Old Home Kitchens. Billings breakdown: Newspapers 11%, magazines 22%, supplements 5%, radio 4%, spot tv 16%, cable tv 12%, outdoor 2%, business papers 12%, point of sale 2%, direct mail 8%, other 6%. Employees: 30. Top execs: Richard Henderson, chairman; John H. Drake, president; Jim P. Cole, exec vp; John L. Mather, chief financial officer.

Phone: (404) 237-0057.

Craig, Lamm, Hensley & Alderman Advertising, Houston, reported net income of \$48,730 and gross income of \$2,165,096 in 1984 on billings of \$14,341,079. In 1983, it reported net income of \$40,491 and gross income of \$2,040,228 on billings of \$13,198,156. In 1984, volume consisted of \$5,333,545 in media, \$2,726,103 in materials and services and \$6,281,431 in capitalized fees. In 1983, volume consisted of \$3,695,144 in media, \$2,868,637 in materials and services and \$6,634,375 in capitalized fees.

Accounts gained: Burchfield Development, Cushman & Wakefield, Wm. Keith Hargrove, KRI Medical Action, NMR Imaging, Texas Computer Works. Lost: ATC, Bakerline, NSW, Texas Nuclear, NL Treating Chemicals. Billings breakdown: Newspapers 21%, radio 17%, spot tv 2%, outdoor 2%, business papers 58%. Employees: 36. Top execs: Douglas S. Craig, senior chairman; Donald C. Lamm, chairman; S.O. Hopson, president.

Phone: (713) 621-2680.

Doe-Anderson Advertising, Louisville, Ky., reported gross income of \$3,672,938 in 1984 on billings of \$26,176,147. In 1983, it reported gross income of \$3,679,039 on billings of \$27,258,338. In 1984, volume consisted of \$13,725,208 in media, \$2,447,753 in materials and services and \$10,003,186 in capitalized fees. In 1983, volume consisted of \$12,287,340 in media, \$2,969,339 in materials and services and \$12,001,659 in capitalized fees.

Accounts gained: Courier-Journal, Bigelow Carpets' national Yellow Pages and projects, Critter Bidders, Keller Mfg. Braniff Inc.'s national Yellow Pages, Roadmaster Inc. Lost: Bird Inc., J.J.B. Hilliard, W.L. Lyons Inc. Billings breakdown (does not include national Yellow Pages): Newspapers 14%, magazines 22%, radio 9%, spot tv 23%, outdoor 4%, business papers 28%. Employees: 77. Top execs: Robert S. Allison, president-ceo; James S. Lindsey, exec vp; Philip D. Payne, Robert J. Beggs, senior vps.

Phone: (502) 589-1700.

Emerson/Nichols/Bailey, Irving, Tex., reported gross income of \$2,591,726 in 1984 on billings of \$17,511,560. In 1983, it reported gross income of \$2,325,673 on billings of \$15,245,256. In 1984, volume consisted of \$12,686,005 in media, \$3,006,292 in materials and services and \$1,819,263 in capitalized fees. In 1983, volume consisted of \$10,968,770 in media, \$2,190,757 in materials and services and

\$2,125,729 in capitalized fees.

Accounts gained: Condel Mgmt, SpotCo restaurants, Americom Communications Corp., Inwood Business Machine. Lost: None. Billings breakdown: Newspapers 15%, magazines 5%, radio 5%, spot tv 70%, cable tv 1%, outdoor 1%, point of sale 2%, direct mail 1%. Employees: 40 in two offices. Top execs: Stan Emerson, president; Larry Nichols, vp-creative director; John Stahl, vp-director mktg; rsch, new business development; Dara Nichols, vp-finance.

Phone: (214) 257-0123.

Esslin & Hall Advertising, Tampa, Fla., reported gross income of \$2,513,887 in 1984 on billings of \$16,760,008. In 1983, it reported gross income of \$2,160,870 on billings of \$14,328,000. In 1984, volume consisted of \$7,869,121 in media, \$2,809,007 in materials and services and \$6,081,880 in capitalized fees. No volume breakout was provided for 1983.

Accounts gained: Paragon, Cypress Gardens, Deltona, Plan Services, WenSouth Corp. Lost: Bay Dealerships, Dolphin Airlines, Younger's Beer. Billings breakdown: Newspapers 21%, magazines 11%, radio 27%, spot tv 29%, outdoor 12%. Employees: 50. Top execs: Thomas Hall, chairman; Glen C. Peak, president; Keith Gold, senior vp; Timothy Gardner, vp.

Phone: (813) 223-5684.

Finnegan & Agee, Richmond, Va., reported net income of \$336,527 and gross income of \$1,789,365 in 1984 on billings of \$11,929,098. In 1983, it reported net income of \$113,000 and gross income of \$1,379,000 on billings of \$9,193,400. In 1984, volume consisted of \$7,882,943 in media, \$3,614,288 in materials and services and \$431,867 in capitalized fees. In 1983, volume consisted of \$6,577,717 in media, \$2,542,229 in materials and services and \$73,454 in capitalized fees.

Accounts gained: Advance Auto Stores, Brandermill Inc., City of Fredericksburg travel and tourism. Lost: 2001 Inc. Billings breakdown: Newspapers 9%, magazines 8%, radio 24%, spot tv 57%, outdoor 2%. Employees: 38 in two offices. Top execs: Tim Finnegan, president; Louis E. Brink, exec vp.

Phone: (804) 643-4160.

Fitzgerald Advertising, New Orleans, La., reported gross income of \$2,031,853 in 1984 on billings of \$14,501,716. In 1983, it reported gross income of \$1,950,396 on billings of \$13,174,954. In 1984, volume consisted of \$5,741,829 in media, \$2,951,395 in materials and services and \$5,808,492 in capitalized fees. In 1983, volume consisted of \$6,411,180 in media, \$1,685,787 in materials and services and \$5,077,987 in capitalized fees.

Accounts gained: Louisiana Department of Commerce & Industry, Tulane Medical Center, New Orleans Public Service, Perque Carpet & Drapery, Phelps, Dunbar, Marks, Claverie & Sims. Lost: Canizaro Interests. Billings breakdown: Newspapers 23%, magazines 32%, radio 16.5%, spot tv 27%, outdoor 1.5%. Employees: 37. Top execs: Joseph L. Killeen Jr., president-ceo; Ronald J. Thompson, Gary D. Dickson, Donald C. Smith, exec vps; Leslie G. Galivan, treasurer.

Phone: (504) 529-3161.

Fogarty & Klein, Houston, reported gross income of \$1,434,790 in 1984 on billings of \$11,499,462. In 1983, it reported gross income of \$1,252,000 on billings of \$8,350,000. In 1984, volume consisted of \$8,152,384 in media, \$743,317 in materials and services and \$2,603,761 in capitalized fees. In 1983, volume consisted of \$7,252,000 in media and \$1,098,000 in materials and services.

Accounts gained: Computer-Craft, Arbor Homes/Dallas div, Houston Sports Assn (Houston Astros, National Baseball League), KHOU-TV in Houston (CBS affiliate), Steeplechase National Bank. Lost: None. Billings breakdown: Newspapers 7%, magazines 3%, radio 40%, spot tv 40%, outdoor 6%, business papers 2%, direct mail 2%. Employees: 15. Top execs: William H. Fogarty, Richard E. Klein, principals.

Phone: (713) 528-3354.

Fry/Hammond/Barr, Orlando, Fla., reported gross income of \$2,208,709 in 1984 on billings of \$13,955,982. In 1983, it reported gross income of \$1,391,070 on billings of \$9,574,816. In 1984, volume consisted of \$7,214,044 in media, \$2,692,788 in materials and services and \$4,049,150 in capitalized fees. In 1983, volume consisted of \$5,285,154 in media, \$1,888,489 in

materials and services and \$2,401,173 in capitalized fees.

Accounts gained: D.L. Peoples Group, Orlando Renegades, Cheddars Restaurants, Loehmann's Plaza. Lost: None. Billings breakdown: Newspapers 30%, magazines 3%, radio 7%, spot tv 29%, outdoor 6%, business papers 12%, direct mail 13%. Employees: 31. Top exec: Charles F. Fry, president.

Phone: (305) 849-0100.

Gulf State Advertising, Houston, reported net income of \$185,920 and gross income of \$1,069,691 in 1984 on billings of \$8,241,341. In 1983, it reported net income of \$179,615 and gross income of \$1,050,376 on billings of \$7,540,965. In 1984, volume consisted of \$3,451,283 in media, \$891,843 in materials and services and \$3,898,215 in capitalized fees. In 1983, volume consisted of \$3,559,750 in media, \$841,699 in

materials and services and \$3,139,516 in capitalized fees.

The agency did not gain or lose any accounts. Billings breakdown: Newspapers 17%, magazines 10%, radio 16%, spot tv 20%, outdoor 16%, business papers 10%, point of sale 4%, direct mail 7%. Employees: 21. Larry Sachnowitz, president.

Phone: (713) 776-9000.

Huntsinger, Jeffer, Van Groesbeck, Richmond, Va., had estimated gross income of \$2,285,000 in 1984 on billings of \$15,234,216. In 1983, it had gross income of \$1,744,000 on billings of \$11,625,703. In 1984, volume consisted of \$11,132,653 in media and \$4,101,563 in capitalized fees. In 1983, volume consisted of \$8,023,830 in media and \$3,601,873 in capitalized fees. The agency did not gain or lose any accounts. Billings breakdown: Newspapers 2%, magazines 46%, spot tv 25%, direct

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mail 27%. Employees: 25. Top execs: Jerald E. Huntsinger, chairman; Donald P. Jeffer, president; Kevin Van Groesbeck, exec vp; Edward T. Hurley, vp-operations. Phone: (804) 266-2499.

Kert Advertising, Ft. Lauderdale, Fla., reported net income of \$350,000 and gross income of \$2,169,000, of which \$2,000,000 was non-U.S. contributions, in 1984 on billings of \$1,040,270. In 1983, it reported net income of \$570,000 and gross income of \$1,680,000, of which \$1,600,000 was non-U.S. contributions, on billings of \$1,676,269. In 1984, U.S. volume of \$933,100 consisted of \$658,000 in media, \$75,000 in materials and services and \$200,100 in capitalized fees. In 1983, volume of \$564,666 consisted of \$556,000 in media, \$4,000 in materials and services and \$4,669 in capitalized fees.

Overseas, its 1984 dollar volume of \$1,107,170 consisted of \$12,000,000 in media, \$3,100,000 in materials and services and \$1,007,170 in capitalized fees. Its 1983 foreign volume of \$16,200,600 consisted of \$12,000,000 in media, \$3,000,000 in materials and services and \$1,200,600 in capitalized fees.

Accounts gained: Steego Auto Parts, Swiss Chalet Development Corp., Haggerty Realty. Lost: None. Overseas it gained: Citech Quartz Corp. (Citizen Watches), Skocar Inc., Dylex Ltd. (Big Steel), Tucco Products, Ralston Purina. Billings breakdown: Newspapers 11.4%, magazines 0.2%, radio 17.3%, spot tv 68%, point of sale 2.1%, direct mail 1%. Employees: 50 in two offices. Top execs: Norman I. Kert, president; Les M. Hill, vp. Phone: (305) 971-4646.

Liller Neal, Atlanta, reported gross income of \$2,891,399 in 1984 on billings of \$2,023,541. In 1983, it reported gross income of \$2,914,508 on billings of \$2,017,174. In 1984, volume consisted of \$8,452,820 in media, \$1,045,614 in materials and services and \$10,525,107 in capitalized fees. In 1983, volume consisted of \$8,754,453 in media, \$1,065,417 in materials and services and \$10,359,304 in capitalized fees.

Accounts gained: Intex Products, Tensar Corp., Prudential Bank & Trust, Jiffy Lube of Atlanta, Middle Georgia Operators Assn, National Prepared Foods. Lost: Refreshment Enterprises, Mayhill Homes, Jim Dandy, Comdial. Billings breakdown: Newspapers 3%, magazines 8%, radio 11%, network tv 7%, spot tv 45%, cable tv 6%, outdoor 4%, business papers 10%, farm publications 1%, transit advertising 1%, point of sale 1%, direct mail 3%. Employees: 57. Top execs: Richard E. Hodges, chairman-ceo; Lucian Kapuscinski, president-creative director; James D. Gonia, vice-chairman; Richard Hemsley, exec vp-client services; Merrill E. Williams, exec vp-admin; Lydia C. Jones, senior vp-finance; Robert F. Scott, senior vp-mktg services. Phone: (404) 432-7555.

Loeffler Marley Mountjoy, Charlotte, N.C., reported gross income of \$1,131,375 in 1984 on billings of \$6,784,299. In 1983, it reported gross income of \$927,304 on billings of \$6,185,117. In 1984, volume consisted of \$5,140,397 in media, \$1,385,280 in materials and services and \$258,622 in capitalized fees. No volume breakdown was provided for 1983.

Accounts gained: Carolina Mirror Corp., Direct Express Courier Services. Lost: Central Carolina Surgical Eye Assn, Dee Dee Ce-

ramics, WRAL-TV. Billings breakdown: Newspapers 30%, magazines 2%, radio 10%, spot tv 50%, outdoor 2%, business papers 2%, point of sale 2%, direct mail 2%. Employees: 24. Top execs: William G. Loeffler, president; David E. Marley, James W. Mountjoy, vps. Phone: (704) 554-7141.

Marcus Group, Atlanta, reported gross income of \$1,793,226 in 1984 on billings of \$1,192,027. In 1983, it reported gross income of \$870,500 on billings of \$5,779,750. In 1984, volume consisted of \$6,798,924 in media, \$2,270,543 in materials and services and \$2,122,560 in capitalized fees. In 1983, volume consisted of \$4,125,325 in media, \$1,014,105 in materials and services and \$640,320 in capitalized fees.

Accounts gained: Avon Products pr. Cousins Properties pr. Chetney Group's Southstar Industries. Lost: Southern GF Co. Billings breakdown: Newspapers 5%, magazines 60%, business papers 22%, point of sale 8%, other 4%. Employees: 43. Top execs: Charlene Carl, president; Roger Vershen, chairman; Susan Frazier, exec vp-secretary; Mary Ann Williams, treasurer. Phone: (404) 955-5275.

McDonald & Little, Atlanta, a subsidiary of Ted Bates Co., reported gross income of \$3,500,000 in 1984 on billings of \$23,300,000. In 1983, it reported gross income of \$3,800,000 on billings of \$25,300,000. In 1984, volume consisted of \$18,800,000 in media and \$4,500,000 in capitalized fees. In 1983, volume consisted of \$22,400,000 in media and \$2,900,000 in capitalized fees.

Accounts gained: Bojangles of America, Lost: Bojangles of America, Louisiana World Exposition, Health American. Billings breakdown: Newspapers 12%, magazines 7%, radio 22%, network tv 27%, spot tv 26%, outdoor 6%. Employees: 60. Top execs: Michael G. McDonald, chairman-ceo; Robert J. Jones, president-chief creative officer; Joseph Lansdorf, exec vp-client services; Donald F. Trouddell, senior vp-collateral; Benjamin S. Tully, senior vp-media; John Dixon, vp-finance/admin. Phone: (404) 881-8700.

Miller-Reid Group, Chattanooga, reported gross income of \$2,354,000 in 1984 on billings of \$25,175,000. In 1983, it reported gross income of \$2,440,000 on billings of \$28,008,000. In 1984, volume consisted of \$22,407,000 in media, \$780,000 in materials and services and \$1,988,000 in capitalized fees. In 1983, volume consisted of \$24,858,000 in media, \$682,000 in materials and services and \$2,468,000 in capitalized fees.

Accounts gained: Greater Houston McDonald's Operator's Assn, Bradford Schools, Alexian Village, Queen Carpets, Melrose Co., Ft. Myers Coca-Cola Bottling Co., Wichita Falls Coca-Cola Bottling Co., CBL & Associates. Lost: Coca-Cola Bottling, Consolidated, Comtex Intl, ComputerLand of Chattanooga. Billings breakdown: Newspapers 2%, magazines 1%, radio 36%, spot tv 54%, outdoor 4%, point of sale 1%, direct mail 1%, other 1%. Employees: 62. Top execs: W. Kent Keasler, president; Kenneth Work, exec vp. Phone: (615) 756-2131.

Morgan Burchette Associates, Alexandria, Va., had estimated gross income of \$1,951,000 in 1984 on billings of \$12,602,696. In 1983, it

reported estimated gross income of \$980,000 on billings of \$6,219,869. In 1984, volume consisted of \$3,338,159 in media, \$1,027,528 in materials and services and \$8,237,009 in capitalized fees. In 1983, volume consisted of \$2,157,301 in media, \$1,201,720 in materials and services and \$2,860,848 in capitalized fees.

Accounts gained: Ocean Data Systems, Kaiser Permanente, Transportation General, Claritas. Lost: Holly Farms Fried Chicken, Entre Computer Center, Entre Cooperatives. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, spot tv 10%, business papers 25%, direct mail 10%, other 15%. Employees: 33 in two offices. Top execs: Karen C. Burchette, president; Dee Morgan, vp-client services; Sheila Wexler, vp-marketing; Homer Brookshire Jr., vp, genl mgr-N.C. Phone: (703) 549-2393.

Penny & Pengra, Houston, formerly Weekly & Penny & Marshall Pengra Co., reported gross income of \$1,918,812 in 1984 on billings of \$16,014,278. In 1983, it reported gross income of \$1,592,916 on billings of \$13,941,125. In 1984, volume consisted of \$4,262,700 in media, \$1,603,326 in materials and services and \$10,148,252 in capitalized fees. In 1983, volume consisted of \$3,497,947 in media, \$1,149,134 in materials and services and \$9,294,044 in capitalized fees.

Accounts gained: Daniel Industries, Farb Apartments, River Oaks Bank & Trust, Sunbelt Hotels. Lost: Lake Olympia, Reed Tool Co. Billings breakdown: Newspapers 22%, magazines 23%, radio 10%, spot tv 11%, outdoor 15%, business papers 4%, direct mail 11%, other 4%. Employees: 37. Top execs: C.R. Penny, exec chairman; M.H. Pengra, president. Phone: (713) 965-0331.

Price/McNabb Advertising, Asheville, N.C., reported gross income of \$2,530,000 in 1984 on billings of \$16,875,100. In 1983, it reported gross income of \$2,098,000 on billings of \$13,993,700. In 1984, volume consisted of \$9,904,300 in media, \$3,232,300 in materials and services and \$3,738,500 in capitalized fees. In 1983, volume consisted of \$8,978,300 in media, \$2,373,400 in materials and services and \$2,642,000 in capitalized fees.

Accounts gained: DG Shelter Products, Instrument Society of America, Durham Life Broadcasting, American Enka Corp. (Enkamat Systems). Lost: Fonville Morrissey, Kangaroo Products, Hoopers, Wellco Enterprises. Billings breakdown: Newspapers 14%, magazines 3%, radio 18%, spot tv 62%, outdoor 3%. Employees: 72 in four offices. Top execs: Charles R. Price Jr., chairman; George W. Krichbaum Jr., president (Raleigh div); Robert B. Boettcher, Phillip B. Winstead, senior vps. Phone: (704) 254-7461.

Robinson, Yesawich & Pepperdine, Orlando, Fla., reported gross income of \$2,754,749 in 1984 on billings of \$19,417,129. In 1983, it reported gross income of \$2,360,475 on billings of \$15,736,500. In 1984, volume consisted of \$3,361,220 in media, \$1,044,634 in materials and services and \$15,011,275 in capitalized fees. In 1983, volume consisted of \$6,400,000 in media, \$7,669,000 in materials and services and \$1,667,500 in capitalized fees.

Accounts gained: Lee County Tourist Development Council, Grenelife Golf & Tennis Resort, Jupiter Beach Hilton. Lost: Saddlebrook Plaza Hotel & Casino, San Juan, P.R., Grand Case Beach Club, St. Martin, N.A. Billings breakdown: Newspapers 15%, magazines 40%, supplements 10%, radio 5%, spot tv 5%, outdoor 5%, business papers 10%, direct mail 10%. Em-

ployes: 48 in three offices. Top execs: John E. Robinson Jr., chairman; Peter C. Yesawich, president; Jim Pepperdine, senior vp; Norman Sandhaus, senior vp-creative; Judith Toole, Alan Oakes, David Turley, vp-acct supers; Duffy Myers, vp-pr; Joseph Varga, vp-mkt rch; Christopher Burch, media director. Phone: (305) 896-8787.

Sawyer Riley Compton, Gainesville, Ga., reported gross income of \$1,262,704 in 1984 on billings of \$15,802,038. In 1983, it reported gross income of \$1,134,126 on billings of \$13,127,411. In 1984, volume consisted of \$4,933,124 in media, \$1,547,943 in materials and services and \$9,320,971 in capitalized fees. In 1983, volume consisted of \$4,432,277 in media, \$1,238,355 in materials and services and \$7,456,779 in capitalized fees.

Figures include those of U.S. subsidiary:

• **Waters Group**
Accounts gained: Deutz Corp. engine div, Duff-Norton, Glynwed Inc., Melamine Chemicals, Sikkens Paint. Lost: Federal Intermediate Credit Bank of Louisville, Sanderson Farms. Billings breakdown: Newspapers 2%, magazines 1%, radio 14%, spot tv 22%, outdoor 1%, business papers 30%, farm publications 26%, point of sale 1%, direct mail 3%. Employees: 31. Top execs: L. Gordon Sawyer, chairman; Franklin C. Compton, president; Richard W. Wiley, exec vp; S. Jack Waters, president, Waters Group div; Louis G. Sawyer, Sandra K. Whitaker, Jim Steadman, vps. Phone: (404) 532-6285.

Siddall, Matus & Coughter, Richmond, Va., had estimated gross income of \$2,154,000 in 1984 on billings of \$14,359,772. In 1983, it had estimated gross income of \$1,014,000 on billings of \$6,759,644. In 1984, volume consisted of \$6,839,973 in media, \$1,550,889 in materials and services and \$5,968,910 in capitalized fees. In 1983, volume consisted of \$3,583,486 in media, \$1,473,334 in materials and services and \$1,702,824 in capitalized fees.

Accounts gained: Sperry Corp. Electronic Systems, Mobil Land Development (Georgia) Corp., Mobil Land Development (Florida) Corp., Sailfish Point, River Bridge. Lost: Wintergreen. Billings breakdown: Newspapers 22%, magazines 22%, radio 14%, spot tv 40%, outdoor 2%. Employees: 37. Top execs: John N. Siddall, chairman-ceo; Stanley Matus, president; Peter J. Coughter Jr., exec vp; Donna Weaver, senior vp. Phone: (804) 788-8011.

Neal Spelce Communications, Austin, Tex., reported gross income of \$1,347,315 in 1984 on billings of \$8,982,100. In 1983, it reported gross income of \$1,224,475 on billings of \$8,163,167. In 1984, volume consisted of \$1,994,740 in media, \$1,222,395 in materials and services and \$5,764,965 in capitalized fees. In 1983, volume consisted of \$1,883,380 in media, \$1,053,880 in materials and services and \$5,225,907 in capitalized fees.

No accounts were gained or lost. No billings breakdown was provided. Employees: 30. Top execs: Neal Spelce, president-chairman; William Bennett Spelce, vice-chairman. Phone: (512) 476-4644.

Stern/Monroe Advertising, Dallas, reported gross income of \$4,243,000 in 1984 on billings of \$28,300,000. In 1983, it reported gross income of \$3,869,000 on billings of \$25,800,000. No volume breakout was provided for either year. Accounts gained: Embassy Suites/Granada Royale Hotels, TGI Fridays and Dalts restaurant chains, Fidelity National Bank of

Dallas. Lost: First City Bank of Dallas. Employees: 45. Top execs: Lawrence N. Stern, president. Phone: (214) 871-7171.

Unger Associates, Atlanta, had estimated gross income of \$1,381,000 in 1984 on billings of \$8,980,240. In 1983, it had estimated gross income of \$943,000 on billings of \$6,132,602.

In 1984, volume consisted of \$7,221,771 in media, \$1,278,229 in materials and services and \$480,240 in capitalized fees. In 1983, volume consisted of \$4,861,272 in media, \$871,130 in materials and services and \$400,200 in capitalized fees.

Accounts gained: In Washington D.C.—American Management Systems, Computer Data Systems, Federal Home Loan Mortgage, and C-Tech; O'Neill Development (Atlanta), Ericsson Communications. Lost: Chamber of Commerce of the U.S. Billings breakdown: Newspapers 35%, magazines 3%, radio 35%, spot tv 5%, cable tv 5%, outdoor 1%, business papers 10%, point of sale 1%, direct mail 5%. Employees: 25 in three offices.

Top execs: Robert M. Unger, president; Kathryn Unger, senior vp; Mark Havard, vp-Washington; John Laseau, vp-art director; Lawrence Certain, Paul Glickstein, vp-acct services; Phil Hornstein, vp-California. Phone: (404) 892-1555.

Vance-Mathews, Beaumont, Tex., reported net loss of \$55,903 and gross income of \$1,714,814 in 1984 on billings of \$14,419,057. In 1983, it reported net loss of \$90,633 and gross income of \$1,405,241 on billings of \$11,941,097. In 1984, volume consisted of \$5,366,776 in media, \$2,354,814 in materials and services and \$6,697,467 in capitalized fees.

In 1983, volume consisted of \$4,489,524 in media, \$1,592,255 in materials and services and \$5,859,315 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• **HealthCare Marketing Group**
Accounts gained: American Medical Intl's Central div, Beaumont Bank, Gulf Coast Bank, Parkdale Mall, St. Elizabeth Hospital, Texas Private Duty Nursing, Stat Care, Versailles in Austin and Dallas, Greenbriar Homes, Preston on the Lake, Seis Lagos, Port Louis, Central SW Services, CWS Energy, Plantz Corp., Tucan, John Riddle Interest, Beauty Built Homes, Buno's, Feldman's Furniture. Lost: Chevyland, Mobil Chemical Co.'s Saudi Services. Billings breakdown: Newspapers 28%, magazines 2%, radio 9%, spot tv 21%, outdoor 10%, other 30%. Employees: 38 in three offices.

Top execs: Tom Vance, chairman; Herschel R. Mathews, president-ceo; Wallace S. Sisk Jr., vp-Houston mgr; Gary Opperman, vp-Dallas mgr; John Raffin, vp-planning; Newton F. Hamlin, vp-new accounts; Ralph E. Likins, controller. Phone: (409) 898-1313.

Wray/Ward Advertising, Charlotte, N.C., reported gross income of \$1,288,081 in 1984 on billings of \$8,716,507. In 1983, it reported gross income of \$1,064,024 on billings of \$7,165,423. No volume breakdown was provided for either year.

Accounts gained: Blue Cross-Blue Shield of North Carolina, 1st Home Federal. Lost: South Carolina Electric & Gas, Norman's of Salisbury, Carolina Mirror Corp. Billings breakdown: Newspapers 8%, magazines 10%, radio 8%, spot tv 54%, outdoor 2%, business papers 18%. Employees: 21. Top execs: Charles W. Wray Jr., president-treasurer; Robert L. Ward, exec vp-secretary. Phone: (704) 332-9071.

West: Ill agencies \$1,000,000-\$5,000,000



Advertising Works, Honolulu, reported gross income of \$1,650,000 in 1984 on billings of \$11,000,000. In 1983, it reported gross income of \$1,450,000 on billings of \$9,500,000. In 1984, volume consisted of \$9,000,000 in media and \$2,000,000 in materials and services. In 1983, volume consisted of \$8,000,000 in media and \$1,500,000 in materials and services.

Accounts gained: Kona Surf Hotel. Lost: None. Billings breakdown: Newspapers 30%, magazines 30%, radio 5%, spot tv 25%, business papers 10%. Employees: 22. Top execs: Darrel Kloninger, president; Carol Apiki, vp.
Phone: (808) 955-4416.

A&M Associates, Phoenix, Ariz., reported gross income of \$3,703,000, of which \$153,000 was in non-U.S. contributions, on billings of \$27,782,765 in 1984. In 1983, it reported gross income of \$3,388,000, of which \$88,000 was in non-U.S. contributions, on billings of \$24,966,464. In 1984, volume consisted of \$25,100,000 in media, \$450,000 in materials and services and \$186,760 in capitalized fees. In 1983, volume consisted of \$23,350,000 in media, \$750,000 in materials and services and \$253,460 in capitalized fees.

Abroad, its 1984 volume of \$1,045,005 consisted of \$1,006,000 in media, \$30,000 in materials and services and \$10,005 in capitalized fees. Its 1983 foreign volume of \$613,004 consisted of \$580,000 in media, \$25,000 in materials and services and \$8,004 in capitalized fees.

Accounts gained: Haullywood Video Rentals. Lost: None. Billings breakdown: Newspapers 3%, magazines 36%, radio 2%, outdoor 4%, business papers 2%, point of sale 3%, direct mail 1%, other 49%. Employees: 33. Top execs: Duane P. Swanson, president; Franklin N. Ashton, secretary-treasurer.
Phone: (602) 263-6504.

Asher/Gould Advertising, Beverly Hills, Cal., had estimated gross income of \$3,750,000 on billings of \$25,000,000 for both 1984 and 1983. Volume was all in media for both years.

Accounts gained: Jenny Craig Weight Loss Centers, Southern California Cable Television Marketing Council. Lost: Capital Group Tire, Union Home Loans, Unity Savings. Billings breakdown: Newspapers 19%, magazines 5%, radio 25%, spot tv 45%, outdoor 5%, other 1%. Employees: 38. Top execs: Morley Gould, chairman; Harold Asher, president; Ron Herman, senior vp-acct services.
Phone: (213) 658-7707.

Battenberg, Fillhardt & Wright, San Jose, Cal., reported gross income of \$2,078,945 in 1984 on billings of \$13,103,637. In 1983, it reported gross income of \$2,088,607 on billings of \$13,931,008. In 1984, volume consisted of \$6,373,634 in media, \$1,160,093 in materials and services and \$5,569,910 in capitalized fees. In 1983, volume consisted of \$5,489,716 in media, \$1,610,285 in

materials and services and \$6,831,007 in capitalized fees.

Accounts gained: E+E Data-Comm, Goodwill Industries, Metaphore Inc., Wyse Technologies. Lost: Anova, AMI, Measurix, Verbatim Corp. Billings breakdown: Newspapers 13%, magazines 26%, radio 8%, business papers 50%, point of sale 1%, direct mail 2%. Employees: 25. Top execs: Curtis L. Wright, president; Charles H. Fillhardt, vp-creative director; Lynn M. Battenberg, vp-treasurer.
Phone: (408) 287-8500.

Baxter Gurian & Mazzei, Beverly Hills, Cal., had estimated gross income of \$1,849,800 in 1984 on billings of \$12,270,000. In 1983, it reported estimated gross income of \$1,615,500 on billings of \$10,770,000. In 1984, volume consisted of \$2,200,000 in media, \$3,400,000 in materials and services and \$6,670,000 in capitalized fees. In 1983, volume consisted of \$2,000,000 in media, \$3,000,000 in materials and services and \$5,770,000 in capitalized fees. Accounts gained: Computer Synergy, Keralo Co., Merieux, Viratek, Elder Pharmacy, Dartell Labs, Kato Labs. Lost: Hospital Satellite Network, Carnation, Syncor. Billings breakdown: Newspapers 1%, magazines 30%, cable tv 1%, direct mail 60%, other 8%. Employees: 26 in two offices. Top execs: Donald Baxter, chairman; Kenneth Gurian, president; Mike Byrnes, vp-finance.
Phone: (213) 657-5050.

Borders Perrin & Norrander, Portland, Ore., reported gross income of \$2,434,000 in 1984 on billings of \$16,234,000. In 1983, it reported gross income of \$1,543,000 on billings of \$10,291,000. In 1984, volume consisted of \$6,213,000 in media, \$7,168,000 in materials and services and \$2,853,000 in capitalized fees. In 1983, volume consisted of \$2,849,000 in media, \$5,181,000 in materials and services and \$2,261,000 in capitalized fees. Accounts gained: Pendleton Menswear, Lilly Miller Garden Products, State of Oregon Economic Development/Tourism divs, Potlatch Corp., Eurodown Feather Products. Lost: KINK-fm. Billings breakdown: Newspapers 10%, magazines 55%, radio 20%, network tv 10%, outdoor 3%, transit advertising 2%. Employees: 43 in two offices. Top execs: Wes Perrin, chairman; Bill Borders, president; Mark Norrander, vice chairman; Pete Hatt, exec vp.
Phone: (503) 227-2506.

John Brown & Partners, Seattle, reported gross income of \$1,564,217 in 1984 on billings of \$12,398,223. In 1983, it reported gross income of \$1,154,764 on billings of \$10,342,463. In 1984, volume consisted of \$8,609,879 in media, \$1,428,351 in materials and services and \$2,359,993 in capitalized fees. In 1983, volume consisted of \$7,964,024 in media, \$869,832 in materials and services and \$1,509,607 in capitalized fees.

Accounts gained: Marine Center, Nintendo, Watersports Network, Pacific Northwest magazine, John Spellman for Gov, John Miller for Congress, Ikenberry for Atty Genl, Phil Snart Auto, Hytec. Lost: Doubletree Inn and Plaza Hotel, Independent Colleges of Washington, Seattle Supersonics, Western Washington Chevrolet Dealers Assn, Cedarmark Homes. Billings breakdown: Newspapers 6%, magazines 7%, supplements 1%, radio 22%, spot tv 60%, cable tv 1%, out-

door 1%, other 2%. Employees: 22. Top exec: John Brown, president.
Phone: (206) 622-9306.

Coakley Heagerty Cos., Santa Clara, Cal., reported gross income of \$1,838,819 in 1984 on billings of \$12,776,240. In 1983, it reported gross income of \$1,254,069 on billings of \$9,237,255. In 1984, volume consisted of \$2,231,844 in media, \$905,199 in materials and services and \$9,639,197 in capitalized fees. In 1983, volume consisted of \$1,867,427 in media, \$623,950 in materials and services and \$6,745,878 in capitalized fees.

Accounts gained: Ampex, Argonne Systems, Caere Corp., Citation Insurance, E.A. Hathaway, Fuqua & Baptist, Grupe Co., Levitt Properties, Redwood Shores, Ridge Tahoe, Pandolfi & Partners. Lost: Cochlea Corp., Eli Thomas, IDS, Eldred Kunkel, JDO Corp., Walls Alive, Davidson Homes. Billings breakdown: Newspapers 61%, magazines 9%, radio 11%, spot tv 18%, other 1%. Employees: 27. Top execs: David A. Heagerty, ceo; John D. Heagerty, president.
Phone: (408) 249-6242.

Competitive Edge, Albuquerque, N.M., had estimated gross income of \$4,950,000 in 1984 on billings of \$33,000,000. In 1983, it reported estimated gross income of \$4,100,000 on billings of \$27,000,000. Volume was all in media for both years.

Accounts gained: 52 new ac-

counts. Lost: six. Billings breakdown: Newspapers 10%, radio 15%, network tv 5%, spot tv 55%, cable tv 10%, point of sale 5%. Employees: 115 in eight offices. Top execs: Lee Galles, president, Competitive Edge; Tony Cook, president, Galles Advertising; Betty McDermott, president, Sunrise Video; Harry Chapman, president, Wright Edge; Terri Bryan, Chris Bryan, Bryan Batman, vps, Batman, Bryan, Galles.
Phone: (505) 881-3700.

Creative Advertising, Phoenix, Ariz., reported net income of \$512,983 and gross income of \$1,723,308 in 1984 on billings of \$13,987,027. In 1983, it reported net income of \$347,837 and gross income of \$1,254,670 on billings of \$8,713,954. In 1984, volume consisted of \$8,197,246 in media, \$506,381 in materials and services

and \$5,283,400 in capitalized fees. In 1983, volume consisted of \$4,804,607 in media, \$343,052 in materials and services and \$3,566,295 in capitalized fees. Accounts gained: Grand Canyon State Bank, Continental Homes of Colorado, Borman Chevrolet of Miami, Crescent Hotel Group, Tucson Datsun Dealers, Val-Coast Nissan Dealers, Credit Vending. Lost: Phoenix Soccer Team, Lincoln Savings, Microwave Video Corp. Billings breakdown: Newspapers 15%, magazines 5%, radio 31%, spot tv 38%, cable tv 5%, outdoor 2%, point of sale 1%, direct mail 3%. Employees: 19. Top execs: Henry Sauro, chairman; William H. Sauro, president; Steve Atwood, exec vp.
Phone: (602) 252-7606.

Ehrig & Associates, Seattle, reported gross income of \$2,231,000

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West: Ill agencies \$1,000,000-\$5,000,000



In 1984 on billings of \$14,880,800. In 1983, it reported gross income of \$2,337,000 on billings of \$15,580,000. In 1984, volume consisted of \$8,665,000 in media, \$1,670,000 in materials and services and \$4,545,800 in capitalized fees. In 1983, volume consisted of \$9,378,000 in media, \$1,706,000 in materials and services and \$4,496,000 in capitalized fees.

Accounts gained: Sundance Cruises, Seattle Mariners, Pierce Transit, Washington State Ferries. Lost: Peoples National Bank of Washington, Fifth Avenue Theatre, Space Needle. Billings breakdown: Newspapers 18%, magazines 14%, radio 26%, spot tv 31%, outdoor 5%, business papers 4%, transit advertising 2%. Employees: 47. Top execs: Jack Ehrig, chairman; Fred Burrow, president; Vicki Brems, exec creative director.

Phone: (206) 623-6666.

Fotheringham & Associates, Salt Lake City, reported gross income of \$1,083,980 in 1984 on billings of \$6,553,004. In 1983, it reported gross income of \$868,714 on billings of \$4,989,927. In 1984, volume consisted of \$1,826,885 in media, \$1,172,116 in materials and services and \$3,554,002 in capitalized fees. In 1983, volume consisted of \$1,335,251 in media, \$1,249,060 in materials and services and \$2,405,616 in capitalized fees.

Accounts gained: Deseret Book, PenTec/MTI, Utah Hospital Assn, Teton Pines, Sun County Estates, Presswood Inc., ALPS, MCI special projects, MBFG pr, Park City Accommodations. Lost: Country Crisp. Billings breakdown: Newspapers 21%, magazines 7%, radio 20%, spot tv 45%, outdoor 2%, direct mail 5%. Employees: 21. Top execs: Robert S. Fotheringham, chairman-ceo; Samuel M. Williams, exec vp-coo.

Phone: (801) 521-2903.

Gerber Advertising, Portland, Ore., reported gross income of \$2,101,000 in 1984 on billings of \$14,537,000. In 1983, it reported gross income of \$1,900,000 on billings of \$13,450,000. In 1984, volume consisted of \$5,100,000 in media, \$7,337,000 in materials and services and \$2,100,000 in capitalized fees. In 1983, volume consisted of \$7,250,000 in media, \$5,450,000 in materials and services and \$750,000 in capitalized fees.

Accounts gained: Arneson/Flav-R-Pac, Franz Bakery, Darigold, USFL Portland Breakers, Well-Pet, NBA Portland Trail Blazers. Lost: Supra Products. Top execs: Tom M. Hougan, president; Philip L. Stevens, senior vp-secretary/treasurer; Betty Chimenti, vp-media; Don Dickinson, Dennis Rossman, vp; Chuck King, vp-production.

Phone: (503) 221-0100.

Gumpertz/Bentley/Fried, Los Angeles, reported gross income of \$2,102,184 in 1984 on billings of \$16,500,000. In 1983, it reported gross income of \$2,029,742 on billings of \$15,973,000. In 1984, volume consisted of \$11,472,327 in media, \$1,348,941 in materials and services and \$3,678,732 in capitalized fees. In 1983, volume consisted of \$11,305,680 in media, \$1,033,264 in materials and services and \$3,634,056 in capitalized fees.

Accounts gained: In-N-Out Burger, Southern California Rapid Transit District. Lost: Numero Uno Pizza. Billings breakdown: Newspapers 7%, magazines 12%, radio 17%, network tv 13%, spot tv 43%, outdoor 1%, business papers 7%.

Employees: 25. Top execs: Gordon M. Gumpertz, chairman; Richard H. Fried, president; Robert L. Porter, senior vp.

Phone: (213) 931-6301.

Haller Schwarz, Los Angeles, reported gross income of \$1,085,000 in 1984 on billings of \$7,850,000. In 1983, it reported gross income of \$730,000 on billings of \$4,870,000. Capitalized volume was not broken out.

Accounts gained: California Devices Inc.'s microelectronic components, Informatics General Corp., Mfg Technologies, Protocol Computers, Rosemarie Stack Ltd.'s Les Grains perfumes, Thorn EMI computer software. Lost: Personal Systems Technology. Billings breakdown: Newspapers 25%, magazines 30%, supplements 5%, radio 5%, outdoor 5%, business papers 15%, direct mail 5%, other 10%. Employees: 17 in three offices including Edison Braun Co. and Plummer & Friends. Top execs: Henry Schwarz, president; Anthony Haller, senior vp; Dick Chadowksi, creative director; Missy Powell, vp-acct services; Allene Gray, media director.

Phone: (213) 462-4433.

Karsh & Hagan, Englewood, Colo., reported net income of \$485,135 and gross income of \$2,462,951 in 1984 on billings of \$16,423,753. No figures were provided for 1983. In 1984, volume consisted of \$5,257,363 in media, \$3,000,769 in materials and services and \$8,165,621 in capitalized fees. No volume breakdown was provided for 1983.

Accounts gained: Great West Life Assurance, Aircoa, Better Air, Hibbert-Laman, Honeywell Vitronics, Porter Memorial Hospital. Lost: None. Billings breakdown: Newspapers 18%, magazines 9%, radio 18%, spot tv 55%. Employees: 45. Top execs: Philip H. Karsh, president; Thomas P. Hagan, exec vp-secretary; Joan R. Hawley, treasurer.

Phone: (303) 770-8088.

Larson, Bateman & McAllister, Santa Barbara, Cal., reported gross income of \$1,411,060 in 1984 on billings of \$9,183,782. In 1983, it reported gross income of \$759,094 on billings of \$5,041,077. In 1984, volume consisted of \$6,280,191 in media, \$515,525 in materials and services and \$2,388,066 in capitalized fees. In 1983, volume consisted of \$3,557,980 in media, \$468,408 in materials and services and \$1,014,689 in capitalized fees.

Accounts gained: Host Intl's Airport Foodservice and Merchandise divs. Lost: All Year Assn of Santa Barbara. Billings breakdown: Newspapers 23%, magazines 8%, radio 26%, spot tv 10%, outdoor 0.4%, other 32.6%. Employees: 20. Top execs: Michael McAllister, president-ceo; Jim Evans, senior vp; Dennis Hardy, vp-secretary; Sue Andrews, vp-treasurer; Bill Henry, vp-creative director; Don Dancer, vp-associate creative director; Jim Beavers, vp-media director.

Phone: (805) 963-5841.

Livingston/Sirutis/Advertising, Belmont, Cal., reported net income of \$153,099 and gross income of \$1,580,350 in 1984 on billings of \$9,208,181. In 1983, it reported net income of \$36,600 and gross income of \$533,294 on billings of \$2,067,045. In 1984, volume consisted of \$6,204,421 in media, \$1,405,408 in materials and services and \$1,598,352 in capitalized fees. In

1983, volume consisted of \$699,558 in media, \$790,054 in materials and services and \$577,433 in capitalized fees. Figures include those of U.S. subsidiary:

• Livingston/Kane PR

Accounts gained: Metaphase Inc., Four Seasons Clift Hotel, National Computer Training Institute, City of Bristol, England. Lost: Eureka Federal s&l, Evelyn Wood Reading Dynamics. Billings breakdown: Newspapers 20%, magazines 26%, radio 22%, outdoor 31%, direct mail 1%. Employees: 19. Top execs: Thomas Livingston, principal-president; Zina Sirutis, principal-exec vp; Aldis Butler, chairman; John Kane, president-Livingston/Kane; Jerry Leonhart, Craig Boniface, vps.

Phone: (415) 594-0300.

Marketing Directions, Newport Beach, Cal., reported gross income of \$1,326,503 in 1984 on billings of \$7,749,661. In 1983, it reported gross income of \$813,373 on billings of \$5,966,713. In 1984, volume consisted of \$913,398 in media, \$760,440 in materials and services and \$6,075,823 in capitalized fees. In 1983, volume consisted of \$599,275 in media, \$572,615 in materials and services and \$4,794,823 in capitalized fees.

Accounts gained: American Edward's Business Development div, Cooper Biomedical Inc.'s Therapeutic div, Memorial Hospital of Glendale, Health Data Sciences, Hospital Satellite Network, U.S. Health Systems. Lost: Amerford Intl, Impra Inc., Nellcor Inc. Billings breakdown: Newspapers 4%, magazines 2%, radio 2%, spot tv 2%, outdoor 1%, business papers 35%, direct mail 13%, other 41%. Employees: 20. Top execs: Richard L. Lawrence, chairman; Michael B. Cole, president; James Jay Lawrence, exec vp.

Phone: (714) 752-6211.

Robert McKim & Co., Los Angeles, had estimated gross income of \$1,736,000 in 1984 on billings of \$4,730,000. In 1983, it had estimated gross income of \$1,400,000 on billings of \$4,219,000. In 1984, volume consisted of \$776,000 in media, \$1,286,000 in materials and services and \$2,668,000 in capitalized fees. In 1983, volume consisted of \$702,000 in media, \$1,266,200 in materials and services and \$2,250,800 in capitalized fees.

Accounts gained: Cosmo Computing, M.J. Brock & Sons, Toro Co.'s Irrigation div, Informer Inc. Lost: Professional Hospital Services, Data Soft, Perma Plaque. Billings breakdown: Newspapers 15%, magazines 15%, business papers 20%, point of sale 5%, direct mail 15%, other 30%. Employees: 12. Top exec: Robert McKim, president.

Phone: (213) 382-2358.

Milici/Valenti Advertising, Honolulu, a subsidiary of Doyle Dane Bernbach, reported gross income of \$2,507,000 in 1984 on billings of \$16,714,000. In 1983, it reported gross income of \$2,734,000 on billings of \$18,240,000. No volume breakdown was provided for either year.

Accounts gained: Kahala Hilton. Lost: Marina Loa Macadamia Nuts. No media breakdown was provided. Employees: 48. Top execs: Raymond B. Milici, chairman-ceo; Frank Valenti, president-coo.

Phone: (808) 536-0881.

Moses Kimicata Anshell, Phoenix, Ariz., had estimated gross income of \$1,074,000 in 1984 on billings of \$6,835,000. In 1983, it had estimated gross income of \$620,000 on billings of \$3,917,500. In 1984, volume consisted of \$3,000,000 in media, \$500,000 in materials and services and \$3,335,000 in capitalized fees. In 1983, volume consisted of \$2,000,000

in media, \$250,000 in materials and services and \$1,667,500 in capitalized fees.

Accounts gained: First Interstate Bank of Arizona, Pulte Homes, Fiesta Mall, Arizona Telephone Co., 24 Hour Nautilus Super Spas, New Times Weekly, RGW Cos., Kitchell Corp., Scurr Messenger Lundquist. Lost: None. Billings breakdown: Newspapers 25%, magazines 10%, radio 30%, spot tv 15%, cable tv 5%, outdoor 5%, business papers 8%, direct mail 2%. Employees: 12. Top execs: Louie Moses, president; Frances Kimicata, Jos Anshell, exec vps.

Phone: (602) 254-7312.

Patchen Brownfeld Advertising, Phoenix, Ariz., reported gross income of \$1,089,385 in 1984 on billings of \$8,989,553. In 1983, it reported gross income of \$587,000 on billings of \$5,008,500. In 1984, volume consisted of \$7,321,636 in media, \$896,865 in materials and services and \$771,052 in capitalized fees. In 1983, volume consisted of \$4,300,000 in media, \$255,000 in materials and services and \$453,500 in capitalized fees.

Accounts gained: Boswell Eye Institute, Arizona Biltmore Resort, Arizona Heart Institute, Hospice of the Valley, Lincoln s&l. Lost: Entz-White, Cavalier Homes, Bar-S Foods. Billings breakdown: Newspapers 40%, magazines 8%, radio 13%, spot tv 25%, outdoor 4%, direct mail 10%. Employees: 22. Top execs: Steve Patchen, president; Fred Brownfeld, exec vp.

Phone: (602) 274-7707.

Pihas, Schmidt, Westerdahl, Portland, Ore., reported gross income of \$1,743,300 in 1984 on billings of \$12,842,160. In 1983, it reported gross income of \$1,260,073 on billings of \$9,758,872. In 1984, volume consisted of \$3,555,005 in media, \$2,608,695 in materials and services and \$6,678,460 in capitalized fees. In 1983, volume consisted of \$3,089,623 in media, \$1,633,459 in materials and services and \$5,035,790 in capitalized fees.

Accounts gained: Sizzler, Oregon Bank, Elmer's Pancake & Steak House, Cornerstone Development Co. Moore Co., National Christmas Tree Assn. Lost: Textronix's DAD div, Schuck's Auto Supply, Mt. Bachelor, Central Oregon Recreation Assn. Billings breakdown: Newspapers: 20%, magazines 4%, radio 12%, spot tv 36%, outdoor 1%, business papers 3%, transit advertising 1%, point of sale 3%, direct mail 7%, collateral 13%. Employees: 38. Top execs: John Pihas, president; Ron Schmidt, exec vp; Ed Westerdahl, chairman; Cliff Engel, senior vp.

Phone: (503) 288-4000.

Pinne, Garvin, Herbers & Hock, San Francisco, reported net income of \$30,274 and gross income of \$3,420,537 in 1984 on billings of \$19,026,255. In 1983, it reported net income of \$88,199 and gross income of \$3,375,123 on billings of \$21,124,232. In 1984, volume consisted of \$8,513,166 in media, \$3,525,890 in materials and services and \$6,987,199 in capitalized fees. In 1983, volume consisted of \$9,524,439 in media, \$4,284,062 in materials and services and \$7,905,731 in capitalized fees.

Accounts gained: California Capital Group, Imatron Inc., Gilig/Leyland. Lost: North Star Computers. Billings breakdown: Newspapers 10%, magazines 50%, supplements 5%, radio 10%, outdoor 5%, business papers 10%, transit advertising 3%, direct mail 7%. Employees: 55. Top execs: Robert A. Pinne, chairman; Donald A. Herbers, president-coo; Frederick Murphy, senior vp-creative director; John R. Pelkan, vp-client services; James J. Lewis, vp-cfo; Pierre Jacot, vp-exec art director; Bruce Glassner, vp-associate crea-

tive director.

Phone: (415) 956-4210.

Robbers, French & Co., Irvine, Cal., reported gross income of \$1,322,373, of which \$304,011 was non-U.S. contributions, in 1984 on billings of \$8,762,732. In 1983, it reported gross income of \$1,261,310, of which \$217,335 was non-U.S. contributions, on billings of \$8,410,057. In 1984, volume consisted of \$4,201,882 in media, \$948,200 in materials and services and \$2,061,030 in capitalized fees. In 1983, volume consisted of \$4,157,000 in media, \$965,500 in materials and services and \$1,838,252 in capitalized fees.

Overseas, its 1984 dollar volume of \$1,551,620 consisted of \$588,300 in media, \$122,900 in materials and services and \$840,420 in capitalized fees. Its 1983 foreign volume of \$1,449,305 consisted of \$521,500 in media, \$117,400 in materials and services and \$810,405 in capitalized fees.

Accounts gained: Point 4 Data Corp., Citicorp Retail, MICOM. Lost: Standard Aero Intl, OMAC. Overseas, it lost: Standard Aero Intl. Billings breakdown: Newspapers 3%; magazines 42%, radio 13%, network tv 6%, spot tv 11%, cable tv 4%, outdoor 7%, business papers 7%, transit advertising 1%, point of sale 2%, direct mail 4%. Employees: 27. Top execs: William C. French, president; Carol L. Malek, David H. McMichael; Jane Rogers, vps; Ken Slidders, acct services super.

Phone: (714) 261-6122.

Scott Lancaster Mills Atha, Los Angeles, had estimated gross income of \$3,207,000 in 1984 on billings of \$21,213,600. In 1983, it had estimated gross income of \$2,195,000 on billings of \$14,526,400. In 1984, volume consisted of \$1,738,600 in media, \$990,400 in materials and services and \$1,848,600 in capitalized fees. In 1983, volume consisted of \$1,268,400 in media, \$643,000 in materials and services and \$12,615,000 in capitalized fees.

Accounts gained: Leisure Dynamics, Papel Inc. Lost: None. Billings breakdown: Newspapers 8%, magazines 26%, radio 16%, network tv 14%, spot tv 27%, outdoor 3%, business papers 4%, point of sale 1%, direct mail 1%. Employees: 23 in two offices. Top execs: Stephen C. Scott, president; Peggy W. Lancaster, David W. Mills, senior vp; David S. Atha, secretary/treasurer.

Phone: (213) 552-6050.

Starr Seigle McCombs, Honolulu, reported net income of \$70,301 and gross income of \$3,533,948 in 1984 on billings of \$23,571,433. In 1983, it reported net loss of \$14,710 and gross income of \$3,086,833 on billings of \$20,589,169. In 1984, volume consisted of \$12,282,698 in media, \$4,325,875 in materials and services and \$6,962,860 in capitalized fees. In 1983, volume consisted of \$10,566,767 in media, \$5,233,562 in materials and services and \$4,788,840 in capitalized fees.

No accounts were gained or lost. Billings breakdown: Newspapers 32%, magazines 40%, supplements 1%, radio 5%, network tv 1%, spot tv 15%, cable tv 1%, business papers 1%, point of sale 4%. Employees: 78. Top execs: Allan Starr, chairman-executive committee; Jack Seigle, board chairman; Stewart McCombs, president; Jack Bates, exec vp-acct service; John Eastham, Walter Thorndike, senior vp; David Koch, Philip Wood, exec vps-creatives.

Phone: (808) 524-5080.

Stimpson Associates, Seattle, reported net income of \$207,100 and gross income of \$1,948,600 in 1984 on billings of \$12,993,000. In 1983, it reported net income of

\$201,500 and gross income of \$1,942,600 on billings of \$12,953,000. In 1984, volume consisted of \$5,400,000 in media, \$2,500,000 in materials and services and \$5,093,000 in capitalized fees. In 1983, volume consisted of \$5,250,000 in media, \$2,520,000 in materials and services and \$5,183,000 in capitalized fees.

The agency gained: Kentucky

Fried Chicken's western Washington co-op, Friedlander & Sons Jewelry Stores, 20th Century Fox-media. Lost: Blue Cross of Washington & Alaska, Pace National Corp., Shakey's Pizza, Chemgrate Corp. Billings breakdown: Newspapers 25%, magazines 7%, radio 20%, spot tv 25%, cable tv 5%, outdoor 3%, business papers 1%, transit advertising 4%, point of sale 7%, di-

rect mail 3%. Employees: 35. Top execs: Robert M. Capeloto, chairman-CEO; James W. Clarke, president-CEO; Kenneth M. Gollins, exec vp.

Phone: (206) 448-0272.

Taylor Advertising, Tucson, Ariz., reported net income of \$110,000 and gross income of \$1,892,000 in 1984 on billings of

\$12,842,000. In 1983, it reported net income of \$37,000 and gross income of \$1,546,000 on billings of \$10,437,000. In 1984, volume consisted of \$6,649,000 in media, \$957,000 in materials and services and \$5,236,000 in capitalized fees. In 1983, volume consisted of \$5,803,000 in media, \$1,079,000 in materials and services and \$3,555,000 in capitalized fees.

Accounts gained: Roadrunner Homes, Mobil Land Development Corp., KJ Software. Lost: Tucson Greyhound Park, Tashman Building Corp. Billings breakdown: Newspapers 30%, magazines 2%, radio 23%, spot tv 35%, outdoor 10%. Employees: 36 in two offices. Top execs: Jay Taylor, president-creative director.

Phone: (602) 624-0100.

IV agencies: Less than \$1 million (East)

Adelante Advertising, New York, reported gross income of \$705,000 in 1984, of which \$22,500 was in non-U.S. contributions, on billings of \$5,860,580. In 1983, it reported gross income of \$675,000, on which \$37,500 was in non-U.S. contributions, on billings of \$5,550,525. In 1984, U.S. volume of \$5,710,580 consisted of \$3,900,000 in media, \$650,000 in materials and services and \$1,160,580 in capitalized fees. In 1983, U.S. volume of \$5,300,525 consisted of \$3,750,000 in media, \$500,000 in materials and services and \$1,050,525 in capitalized fees. Overseas dollar volume was \$150,000 in 1984 and \$250,000 in 1983. Accounts gained: Heinz Ketchup, Dent's 3-in-1 Toothache Relief. Lost: None. Billings breakdown: Newspapers 10%, magazines 10%, radio 30%, spot tv 20%, outdoor 10%, transit advertising 10%, point of sale 5%, direct mail 5%. Employees: 20. Top execs: Sy Davis, president; Herb Fried, David Krieger, exec vps.

Phone: (212) 696-0855.

Bates & Fawcett, Darien, Conn., reported gross income of \$185,350 in 1984 on billings of \$1,213,290. In 1983, it reported gross income of \$195,331 on billings of \$1,302,211. In 1984, volume consisted of \$565,000 in media, \$68,000 in materials and services and \$580,000 in capitalized fees. In 1983, volume consisted of \$876,700 in media, \$70,000 in materials and services and \$355,511 in capitalized fees.

Accounts gained: Ads On Cable, Essex Group, New England Tubular Rivet, Ronjer Cable Systems, Wise Components. Lost: Coakley, Boyd & Abbott, Kulka Smith Inc. Billings breakdown: Newspapers 10%, business papers 70%, direct mail 20%. Employees: 4. Top execs: Roger K. Fawcett, chairman; Michael S. Ziegler, president.

Phone: (203) 655-8767.

Andrew Bertucci Associates, Bristol, Pa., had estimated gross income of \$292,000 in 1984 on billings of \$1,899,000. In 1983, it had estimated gross income of \$251,000 on billings of \$1,642,250. In 1984, volume consisted of \$300,000 in media, \$265,000 in materials and services and \$1,334,000 in capitalized fees. In 1983, volume consisted of \$250,000 in media, \$225,000 in materials and services and \$1,167,250 in capitalized fees.

Accounts gained: Am Quip Corp., Franklin China, Pean Electric, Inductotherm Ind. Lost: None. Billings breakdown: Newspapers 15%, magazines 60%, radio 5%, cable tv 2%, outdoor 2%, direct mail 11%, other 5%. Employees: 11. Top execs: Andrew D. Bertucci, president; Nancy Maren, exec vp.

Phone: (215) 785-1920.

Black & Musen, East Long Meadow, Mass., reported gross income of \$255,000 in 1984 on billings of \$1,433,000. In 1983, it reported gross income of \$223,000 on billings of \$1,250,000. In 1984, volume consisted of \$759,000 in media, \$147,000 in materials and services and \$527,000 in capitalized fees. In 1983, volume consisted of \$736,000 in media, \$127,000 in materials and

services and \$387,000 in capitalized fees.

Accounts gained: Reform Writing Instruments, United Process, Union Engineering, SAEX Group, Spartan Saw Works, Zwick of America, Olympic Fasteners, American Sales Club. Lost: Alvin, Target Industries, Raymond Packer. Billings breakdown: Newspapers 5%, magazines 25%, radio 5%, spot tv 15%, business papers 30%, direct mail 10%, other 10%. Employees: Six. Top execs: Arthur Musen, president; Merle Black, treasurer.

Phone: (413) 567-0361.

Bolster & Associates, Providence, R.I., reported gross income of \$325,000 in 1984 on billings of \$2,833,000. In 1983, it reported gross income of \$300,000 on billings of \$2,400,000. In 1984, volume consisted of \$225,000 in media and \$2,608,000 in capitalized fees. In 1983, volume consisted of \$192,000 in media and \$2,208,000 in capitalized fees.

Accounts gained: Christian Mutual Life Insurance, General Electric Co.'s Plastics Group special projects, Peters-Hartel Corp., Plymouth Savings Bank, Stanhome Inc. Lost: None. No billings breakdown was provided. Employees: Six. Top execs: Donald W. Bolster, president; Philip Caswell, vp.

Phone: (401) 273-5330.

Earle Bower Associates, New York, reported net income of \$53,158 and gross income of \$441,686 in 1984 on billings of \$3,071,048. In 1983, it reported net income of \$40,600 and gross income of \$339,200 on billings of \$2,581,400. In 1984, agency volume consisted

of \$1,543,455 in media, \$408,620 in materials and services and \$1,118,973 in capitalized fees. In 1983, volume consisted of \$1,456,000 in media, \$327,700 in materials and services and \$797,700 in capitalized fees.

Accounts gained: IT&T's Koni Motorcycle Shock Absorbers, Elkay Industries, Crain's New York Business, Crain's Detroit Business. Lost: None. Billings breakdown: Newspapers 10%, magazines 30%, radio 5%, spot tv 15%, cable tv 30%, business papers 10%. Employees: 10. Top execs: Earle Bower, president; John Baroody, vp-media, mktg; John Nordland, vp-art director; Sheila Simon, vp-copy director.

Phone: (212) 682-3920.

Bradley, Dimmock & Hungerford, New York, reported net income of \$102,828 and gross income of \$814,612 in 1984 on billings of \$5,660,289. In 1983, it reported net income of \$86,836 and gross income of \$726,536 on billings of \$5,245,631. In 1984, volume consisted of \$1,055,421 in media, \$1,247,857 in materials and services and \$3,357,011 in capitalized fees. In 1983, volume consisted of \$1,254,132 in media, \$854,826 in materials and services and \$3,136,673 in capitalized fees.

Accounts gained: Home magazine, SRDS Inc. Lost: Metropolitan Home. Billings breakdown: Newspapers 25%, magazines 30%, supplements 20%, radio 5%, spot tv 10%, transit advertising 5%, direct mail 5%. Employees: six. Top execs: Samuel P. Bradley, chairman-creative director; Robert V. Hungerford, exec vp-creative director; Charles F. Frost, senior vp-acct services; David R. Williams, senior

vp-media director.

Phone: (212) 697-6780.

Brashe Advertising, Jericho, N.Y., had estimated gross income of \$526,300 in 1984 on billings of \$3,503,175. In 1983, it had estimated gross income of \$448,000 on billings of \$2,980,192. In 1984, volume consisted of \$1,446,009 in media, \$36,090 in materials and services and \$2,021,076 in capitalized fees. In 1983, volume consisted of \$1,197,112 in media, \$39,875 in materials and services and \$1,743,205 in capitalized fees.

Accounts gained: Dan River's Home Furnishings div, Petroleum Heat & Power Co., Abel Home Health Management Services. Lost: None. Billings breakdown: Newspapers 69%, magazines 10%, radio 7%, cable tv 8%, business papers 2%, point of sale 2%, direct mail 2%. Employees: Six. Top exec: Harvey Cherkis, president.

Phone: (516) 935-5544.

Cantin & Elliott, New York, reported gross income of \$580,000 in 1984 on billings of \$3,868,650. In 1983, it reported gross income of

\$547,500 on billings of \$3,650,650. In 1984, volume consisted of \$2,300,000 in media, \$250,000 in materials and services and \$1,318,650 in capitalized fees. In 1983, volume consisted of \$2,100,000 in media, \$250,000 in

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materials and services and \$1,300,650 in capitalized fees.

Accounts gained: Software Machine, Coleco. Lost: Atari, F. Wildman. Billings breakdown: Newspapers 5%, magazines 40%, radio 10%, business papers 10%, point of sale 5%, direct mail 30%. Employees: 20. Top execs: Don Cantin, president-creative director; Don Elliott, chairman.

Phone: (212) 869-2022.

Jack Cantwell, Englewood Cliffs, N.J., reported gross income of \$569,413 in 1984 on billings of \$3,793,500. In 1983, it reported gross income of \$678,825 on billings of \$4,518,750. In 1984, volume consisted of \$100,000 in media, \$25,000 in materials and services and \$3,668,500 in capitalized fees. In 1983, volume consisted of \$300,000 in media, \$50,000 in materials and services and \$4,168,750 in capitalized fees.

Accounts gained: Stratford Laboratories, Rushautters Bay. Lost: PC Expo. Billings breakdown: Newspapers 20%, magazines 80%. Employees: Four. Top execs: Jack Cantwell, president-CEO; John Brooks, chairman.

Phone: (201) 568-7023.

Communicators Group, Brattleboro, Vt., reported gross income of \$597,100 in 1984 on billings of \$5,007,800. In 1983, it reported gross income of \$528,400 on billings of \$3,952,300. In 1984, volume consisted of \$1,796,300 in media, \$658,200 in materials and services and \$2,553,300 in capitalized fees. In 1983, volume consisted of \$1,353,200 in media, \$618,800 in materials and services and \$1,980,300 in capitalized fees.

Accounts gained: Bromley Mountain ski resort, Cortina Inn, Village of Loom-mountain homes sales/rentals. Lost: Montgomery Real Estate; Garden Way Publishing. Billings breakdown: Newspapers 19%, magazines 21%, supplements 1%, radio 25%, spot tv 21%, outdoor 4%, business papers 8%, direct mail 1%. Employees: 14. Top exec: James E. Hormel, president.

Phone: (802) 257-4321.

Communigraphics Inc., Baltimore, Md., reported net income of \$40,000 and gross income of \$505,000 in 1984 on billings of \$3,250,000. In 1983, it reported net income of \$31,000 and gross income of \$360,000 on billings of \$2,500,000. No volume breakout was provided for either year. Accounts gained: Talles Homes, Home Rent-A-Center, Towers Condominiums, C.N. Robinson Lighting Supply. Lost: None. Billings breakdown: Newspapers 60%, magazines 10%, radio 20%, spot tv 10%. Employees: 11.

Phone: (301) 366-3337.

Conti Advertising, Paramus, N.J., had estimated gross income of \$554,000 in 1984 on billings of \$3,564,000. In 1983, it had estimated gross income of \$553,600 on billings of \$3,510,000. In 1984, volume consisted of \$480,000 in media, \$730,000 in materials and services and \$2,242,000 in capitalized fees. In 1983, volume consisted of \$950,000 in media, \$1,025,900 in materials and services and \$1,534,100 in capitalized fees.

Overseas, its 1984 dollar volume of \$112,000 consisted of \$87,000 in media, \$25,000 in materials and services. In 1983, there was no foreign volume.

Accounts gained: Anaconda-Ericsson Information System, Business Direct-to-Business Publishing Co., Barte Exchange Net-

work, Commerce Register Publishing Co., Clay-Webster Associates, FCS Software (IBM Remarketer), Motivational Marketing, RCS/Radio Computing Services Software, Sharp Electronics' Industrial Equipment div, Sealed Air Corp., Stewart Data Systems, Computer Universe. Lost: Telephonics Inc., Chipwich Inc., Devonshire Melba Corp., Business Direct-to-Business Publishing Co., Ericsson Information Systems, Volvo of America's bus div. Billings breakdown: Newspapers 20%, magazines 5%, outdoor 2%, business papers 45%, point of sale 3%, direct mail 25%. Employees: 23. Top execs: Edward Conti, president-CEO; Richard Conti, exec vp-coo, A. Guerreria, vp-art director; J. Richter, vp-creative director; T. Piazza, vp-mktg; J. Szymanski, P. Reinauer, vps.

Phone: (201) 262-8400.

Andrew Curcio Inc., Boston, reported net income of \$40,000 and gross income of \$340,000 in 1984 on billings of \$2,386,980. No figures were provided for 1983. In 1984, volume consisted of \$300,000 in media, \$126,000 in materials and services and \$1,960,980 in capitalized fees.

Accounts gained: Parkersburg Steel, I.C. Credit Union, Lawrence Savings projects, Raytheon Credit Union, Bank of New England, Bristol County projects. Lost: Sheraton Commander Hotel, Leominster Savings Bank. Billings breakdown: Newspapers 60%, magazines 10%, radio 5%, business papers 5%, direct mail 20%. Employees: Nine. Top execs: Andrew Curcio, president; Patricia K. Clark, vp.

Phone: (617) 262-6800.

Davis Advertising, Worcester, Mass., reported gross income of \$358,000 in 1984 on billings of \$4,000,000. In 1983, it reported gross income of \$325,000 on billings of \$3,600,000. In 1984, volume consisted of \$3,850,000 in media, \$150,000 in materials and services. In 1983, volume consisted of \$3,500,000 in media, \$100,000 in materials and services.

Accounts gained: Rob Roy Hair Salons, Americuts, Rob Roy Beauty Sciences Academy, Post Road Buick. Lost: None. Billings breakdown: Newspapers 70%, magazines 10%, supplements 5%, radio 15%. Employees: 10. Top execs: Jeffrey Davis, president; Andrew Davis, vp; Eliot Cohen, treasurer.

Phone: (617) 752-4615.

Dekrig Advertising, New York, reported net income of \$175,000 and gross income of \$900,000 in 1984 on billings of \$7,980,000. In 1983, it reported net income of \$150,000 and gross income of \$820,000 on billings of \$7,450,000. In 1984, volume consisted of \$4,200,000 in media, \$280,000 in materials and services and \$3,500,000 in capitalized fees. In 1983, volume consisted of \$4,000,000 in media, \$250,000 in materials and services and \$3,200,000 in capitalized fees.

Accounts gained: Gelmart Industries' Lady Marlene, Titan Textiles. Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, business papers 70%. Employees: 22. Top exec: Arnold Krigman, president.

Phone: (212) 532-3260.

DFK Advertising, New York, reported gross income of \$550,000 in 1984 on billings of \$3,700,250. In 1983, it reported gross income of

\$525,000 on billings of \$3,500,250. In 1984, volume consisted of \$2,500,000 in media, \$300,000 in materials and services and \$500,250 in capitalized fees. In 1983, volume consisted of \$2,750,000 in media, \$250,000 in materials and services and \$500,250 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 30%, magazines 30%, radio 20%, spot tv 10%, other 10%. Employees: 14. Top execs: David Krieger, president; Seymour Davis, Herb Fried, vps; Ted Amber, vp-creative director.

Phone: (212) 696-0766.

Eagle Advertising, New Rochelle, N.Y., had estimated gross income of \$200,000 in 1984 on billings of \$1,200,000. In 1983, it had estimated gross income of \$175,000 on billings of \$1,050,000. In 1984, volume consisted of \$1,000,000 in media and \$200,000 in materials and services. In 1983, volume consisted of \$865,000 in media and \$150,000 in materials and services.

Accounts gained: Nelco Marine, Roxide Intl, F.R. Kaiser. Lost: None. Billings breakdown: Magazines 5%, farm publications 80%, other 15%. Employees: Five. Top execs: James B. Cowen, chairman-president.

Phone: (914) 235-5332.

Charles Edelstein Advertising, Holland, Pa., had estimated gross income of \$46,000 in 1984 on billings of \$269,900. In 1983, it had estimated gross income of \$31,400 on billings of \$198,815. In 1984, volume consisted of \$150,000 in media, \$6,500 in materials and services and \$133,400 in capitalized fees. In 1983, volume consisted of \$108,000 in media, \$6,333 in materials and services and \$84,482 in capitalized fees.

Accounts gained: Bostik/Woodmont, CHI Institute. Lost: Gemini Bakery Equipment Co. Billings breakdown: Newspapers 7%, magazines 5%, radio 3%, spot tv 10%, business papers 60%, direct mail 15%. Employees: Five. Top exec: Charles Edelstein, president.

Phone: (215) 355-5015.

Edel Marketing Communications, Briarcliff Manor, N.Y., reported gross income of \$204,033 in 1984 on billings of \$1,148,337. In 1983, it reported gross income of \$250,316 on billings of \$1,616,088. In 1984, volume consisted of \$530,000 in media, \$100,432 in materials and services and \$517,905 in capitalized fees. In 1983, volume consisted of \$827,000 in media, \$159,000 in materials and services and \$630,088 in capitalized fees.

Accounts gained: Enzyme Bio-Systems Ltd., Future Schools, IBM special projects, Pace University special projects. Lost: Penn Star Products, Nestworks Inc. Billings breakdown: Newspapers 10%, magazines 10%, radio 5%, business papers 30%, point of sale 5%, direct mail 35%, other 5%. Employees: Three. Top exec: Zeneth Edel, president.

Phone: (914) 762-4985.

Elbert Advertising, Norwood, Mass., reported gross income of \$351,880 in 1984 on billings of \$2,046,071. In 1983, it reported gross income of \$338,088 on billings of \$2,045,358. In 1984, volume consisted of \$594,733 in media, \$300,376 in materials and services and \$1,150,962 in capitalized fees. In 1983, volume consisted of \$593,602 in media, \$241,350 in materials and services and \$1,210,406 in capitalized fees.

Accounts gained: Clothes Country Factory Outlet. Lost: None. Billings breakdown: Newspapers 16%, magazines 1%, radio 1.2%, spot tv 1.4%, business papers 67.8%, point of sale 3.3%, direct mail 8.5%, other 0.8%. Employees: Six. Top exec: Elbert A. Taitz, president.

Phone: (617) 769-7666.

Emerson Marketing, New York, had estimated gross income of \$770,716 in 1984 on billings of \$5,049,003. In 1983, it had estimated gross income of \$628,337 on billings of \$4,125,128. In 1984, volume consisted of \$585,200 in media, \$355,750 in materials and services and \$4,108,053 in capitalized fees. In 1983, volume consisted of \$425,250 in media, \$276,500 in materials and services and \$3,423,378 in capitalized fees.

Accounts gained: Webcraft Mktg Systems, Sonal World Mktg. Lost: None. Billings breakdown: Newspapers 15%, magazines 10%, supplements 2%, radio 3%, business papers 8%, direct mail 20%, other 42%. Employees: Five. Top execs: Andi Emerson, president; Lee Marc Stein, exec vp.

Phone: (212) 213-0320.

Martin Fiderer Associates, Englewood Cliffs, N.J., reported gross income of \$496,000 in 1984 on billings of \$3,308,000, all in fees. In 1983, it reported gross income of \$493,000 on billings of \$3,189,560, all in fees.

Accounts gained: George Glove Co. Lost: None. Billings breakdown: Magazines 22%, direct mail 47%, other 31%. Employees: Eight. Top exec: Martin Fiderer, president.

Phone: (201) 871-0422.

Flax Advertising, New York, reported gross income of \$825,000 in 1984 on billings of \$3,750,450. In 1983, it reported gross income of \$570,000 on billings of \$3,000,000. In 1984, volume consisted of \$2,317,000 in media, \$1,200,000 in materials and services and \$233,450 in capitalized fees. In 1983, volume consisted of \$1,999,950 in media, \$899,550 in materials and services and \$100,500 in capitalized fees.

Accounts gained: National Car Rental's used cars, John Meyer Inc., Trissi Inc., Darda Inc., Wamsutta B-T-W, Flexither Inc., Celanese Fibers special products, Knit-Mates Inc. Lost: Polypore Industries, Allison Mfg, Herbert Grussman, Riveria Trading Corp., Jan Stuart. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, spot tv 5%, business papers 30%, point of sale 5%, direct mail 20%. Employees: 16. Top execs: Elliot Flax, president; Sam Flax, secretary-treasurer.

Phone: (212) 944-9797.

Peter Forstenzer Inc., New York, had estimated gross income of \$87,073 in 1984 on billings of \$580,491. In 1983, it reported gross income of \$150,000 on billings of \$593,804. In 1984, volume consisted of \$398,173 in media and \$182,318 in materials and services. In 1983, volume consisted of \$435,577 in media and \$158,227 in materials and services. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 10%, magazines 15%, business papers 50%, direct mail 25%. Employees: Four. Top execs: Peter Forstenzer, president; Edward Birsner, vp.

Phone: (212) 697-8725.

Gallagher Group, New York, had estimated gross income of \$675,000 in 1984 on billings of \$4,500,000. In 1983, it had estimated gross income of \$600,000 on billings of \$4,000,000. No volume breakout was provided.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 40%, outdoor 5%. Employees: Seven. Top exec: James J. Gallagher, president.

Phone: (212) 563-3611.

Gann-Dawson, Scranton, Pa., reported gross income of \$855,460 in 1984 on billings of \$5,704,518. In 1983, it reported gross income of

\$773,936 on billings of \$5,161,124. In 1984, volume consisted of \$2,435,704 in media, \$369,452 in materials and services and \$2,899,362 in capitalized fees. In 1983, volume consisted of \$1,809,267 in media, \$246,712 in materials and services and \$3,105,145 in capitalized fees.

Accounts gained: Centre Daily Times, Genesee & Wyoming Railroad, King Fifth Wheel, Sandvik Industrial Tool, Sandvik Consumer Tool, Williamsport National Bank. Lost: None. Billings breakdown: Newspapers 35%, magazines 2%, radio 9%, spot tv 30%, outdoor 3%, business papers 20%, other 1%. Top execs: William M. Dawson, chairman; William M. Dawson III, president; John Heron Jr., exec vp.

Phone: (717) 343-6551.

Donald W. Gardner Advertising, Beverly, Mass., had estimated gross income of \$300,000 in 1984 on billings of \$2,000,000. In 1983, it had estimated gross income of \$315,000 on billings of \$2,100,000. Volume was all in media for each year.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 5%, magazines 45%, radio 5%, spot tv 20%, direct mail 25%. Employees: Seven. Top execs: Robert F. Graham, president; Alan Graham, vp.

Phone: (617) 927-3858.

Greene & Claire, New York, reported gross income of \$950,000, of which \$170,000 was non-U.S. contributions, in 1984 on billings of \$7,280,000. In 1983, it reported gross income of \$920,000, of which \$90,000 was non-U.S. contributions, on billings of \$6,900,000. In 1984, U.S. volume of \$6,130,000 consisted of \$3,500,000 in media, \$1,030,000 in materials and services and \$1,600,000 in capitalized fees. In 1983, U.S. volume of \$6,300,000 consisted of \$3,800,000 in media, \$1,100,000 in materials and services and \$1,400,000 in capitalized fees.

Overseas, volume was \$1,150,000 in 1984 and \$600,000 in 1983. Accounts gained: Gala Eyewear, Arline Couture, Asahi Chemical, Leathermo Textiles. Lost: None. Billings breakdown: Newspapers 22%, magazines 30%, supplements 10%, radio 5%, spot tv 8%, business papers 15%, point of sale 5%, direct mail 5%. Employees: 15. Top execs: Don Greene, president-CEO; Arthur Abravanel, vp.

Phone: (212) 695-5800.

Halcyon Associates, Brooklyn, N.Y., reported gross income of \$117,100 in 1984 on billings of \$781,600. In 1983, it reported gross income of \$19,000 on billings of \$133,400. In 1984, volume consisted of \$355,000 in media, \$235,000 in materials and services and \$191,600 in capitalized fees. In 1983, volume was all in capitalized fees. Accounts gained: NewsNet, VM Personal Computing. Lost: None. Billings breakdown: Magazines 50%, business papers 10%, direct mail 40%. Employees: Four. Top exec: Donald R. Fleck, president.

Phone: (718) 636-9800.

Haley & Ruckle, Boston, reported gross income of \$363,400 in 1984 on billings of \$2,300,000. In 1983, it reported gross income of \$300,000 on billings of \$1,897,000. In 1984, volume consisted of \$1,080,000 in media, \$390,000 in materials and services and \$830,000 in capitalized fees. In 1983, volume consisted of \$887,000 in media, \$323,000 in materials and services and \$687,000 in capitalized fees.

Accounts gained: Charles Hotel, Charles Square Retail Complex, Lowell Plan, Kodan Marine Electronics. Lost: Security Deposit. Billings breakdown: Newspapers 25%, magazines 10%, radio 35%, spot tv 10%, outdoor 5%, business papers 10%, point of sale 5%. Em-

ployes: 10. Top execs: Edgar Ruckle, president; Gene C. Haley, exec vp; P. Di-nne Driscoll, vp-operations; George Brewer, vp-creative director.
Phone: (617) 542-7777.

Hart/Conway Co., Rochester, N.Y., reported gross income of \$831,987 in 1984 on billings of \$5,549,353. In 1983, it reported gross income of \$813,830 on billings of \$5,428,278. In 1984, volume consisted of \$2,497,195 in media, \$288,524 in materials and services and \$2,763,634 in capitalized fees. In 1983, volume consisted of \$2,233,402 in media, \$165,609 in materials and services and \$3,029,267 in capitalized fees.

Accounts gained: John Holtz Dealership, (Honda, Subaru, Mazda, Mercedes, BMW, Volvo, Lincoln Mercury), Health Care Rochester, Belcor Inc., Gateway Inn, Landmark Properties, Plaza Associates, Monroe Muffler/Brake, 1985 LPGA, Monroe County Fair. Lost: Security Trust Co., Moran's Inc. Billings breakdown: Newspapers 38%, magazines 2%, radio 34%, spot tv 20%, outdoor 6%. Employees: 20. Top execs: Peter B. Whitcombe, president; William A. Westerfield, exec vp.

Phone: (716) 232-2930. ☐

Hill Sullivan Brownell, Randolph, Vt., formerly Hill Hays Associates, reported net income of \$35,100 and gross income of \$336,936 in 1984 on billings of \$2,246,825. In 1983, it reported net income of \$40,000 and gross income of \$320,000 on billings of \$2,025,500. In 1984, volume consisted of \$831,760 in media, \$248,215 in materials and services and \$1,166,850 in capitalized fees.

In 1983, volume consisted of \$825,000 in media, \$222,058 in materials and services and \$1,086,823 in capitalized fees. Accounts gained: Catamount Brewing, Clear Solutions, Central Vermont Medical Center. Lost: Imaging Technologies. Billings breakdown: Newspapers 25%, magazines 5%, radio 25%, spot tv 25%, outdoor 2%, point of sale 8%, direct mail 5%, other 5%. Employees: Seven in two offices. Top exec: Alfred J. Sullivan, president.

Phone: (802) 728-9624.

Hirsch Elliott Inc., New York, reported gross income of \$487,029 in 1984 on billings of \$3,944,928. In 1983, it reported gross income of \$510,000 on billings of \$3,746,490. In 1984, volume consisted of \$606,000 in media, \$815,000 in materials and services and \$2,523,928 in capitalized fees. In 1983, volume consisted of \$711,000 in media, \$1,388,000 in materials and services and \$1,647,490 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary:

• Barmmer Elliott PR, N.Y.

Accounts gained: McCormack & Dodge (Natick, Mass.) recruitment advertising, Salesnet (Norwalk, Conn.) recruitment advertising. Lost: Safeguard Business Systems. Billings breakdown: Newspapers 27%, magazines 1%, radio 2%, business papers 25%, direct mail 5%, other 40%. Employees: 17. Top execs: Don Elliott, president; Bernie Hirsch, exec vp.

Phone: (212) 819-9320.

Huber Hoge & Sons, Smithtown, N.Y., had estimated gross income of \$150,000 in 1984, on billings of \$1,400,000, the same as in 1983. Volume for both years consisted of \$1,000,000 in media and \$400,000 in materials and services.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 5%, magazines 40%, spot tv 5%, direct mail 50%. Employees: Three. Top execs: Cecil C. Hoge, president; Cecil C. Hoge Jr., vp.

Phone: (516) 724-8900. ☐

Dick Jackson Inc., New York, reported gross income of \$236,000 in 1984 on billings of \$1,574,120. No figures were provided for 1983. No volume figures were provided for either year.

Accounts gained: New Shelter magazine, Dataline Inc., N.Y. Restaurant Group, Mattress Factory. Lost: None. Billings breakdown: Newspapers 40%, magazines 40%, direct mail 20%. Employees: Three. Top exec: Dick Jackson, president.

Phone: (212) 418-0410.

Jason Group, New York, reported gross income of \$782,000 in 1984 on billings of \$7,975,000. In 1983, it reported gross income of \$768,000 on billings of \$7,625,000. In 1984, volume consisted of \$5,250,000 in media and \$2,725,000 in materials and services. In 1983, volume consisted of \$5,125,000 in media and \$2,500,000 in materials and services. Accounts gained: Habib American Bank, IFA Systems, OptiManagement Resources. Lost: None. Billings breakdown: Newspapers 20%, magazines 45%, radio 10%, spot tv 15%, business papers 10%. Employees: Eight. Top exec: Art Sasso, president.

Phone: (212) 759-9583. ☐

Kalmar Ad/Marketing, Fort Lee, N.J., had estimated gross income of \$421,000 in 1984 on billings of \$2,804,825. In 1983, it had estimated gross income of \$329,000 on billings of \$2,190,614. Volume was all in media for each year.

Accounts gained: Froehlich PhotoVideo, Volvo Penta Marine, Constant Technologies, Biolog Inc. Lost: None. Billings breakdown: Newspapers 5%, magazines 75%, spot tv 3%, point of sale 10%, direct mail 7%. Employees: 15. Top execs: Albert Markarian, chairman-CEO; Doris S. Wiese, president-CEO.

Phone: (201) 947-7770. ☐

Keller Haver, New York, reported gross income of \$398,000 in 1984 on billings of \$2,375,000. In 1983, it reported gross income of \$360,000 on billings of \$2,010,000. Volume was not broken out for either year.

Accounts gained: Wines of Cyprus. Lost: Voyager Emblems. Billings breakdown: Newspapers 25%, radio 5%, spot tv 5%, outdoor 10%, business papers 20%, transit advertising 35%. Employees: Eight. Top exec: Gerald A. Keller, president.

Phone: (212) 758-4400. ☐

Keye Advertising, Brooklyn, N.Y., reported gross income of \$559,193 in 1984 on billings of \$6,095,204. In 1983, it reported gross income of \$507,449 on billings of \$4,974,990. No volume breakdown was provided for either year.

Accounts gained: American Vacation Tours. Lost: None. Billings breakdown: Newspapers 15%, magazines 50%, direct mail 35%. Employees: Six. Top execs: Murray Schechter, president.

Phone: (718) 645-9006. ☐

Koehler Iversen, New York, had estimated gross income of \$904,000 in 1984 on billings of \$5,066,750. In 1983, it had estimated gross income of \$577,000 on billings of \$3,466,700. In 1984, volume consisted of \$4,800,000 in media, \$100,000 in materials and services and \$166,750 in capitalized fees. In 1983, volume consisted of \$3,400,000 in media and \$66,700 in

capitalized fees. Profiles with a checked box (☑) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☑†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

capitalized fees.

Accounts gained: Allied Co.'s North American Refractories. Lost: Lone Star Lafarge. Billings breakdown: Newspapers 30%, radio 25%, business papers 20%, direct mail 5%, other 20%. Employees: 26 in two offices. Top execs: W. Peter Koehler Jr., president-creative director; Corey E. Klein, exec vp; Monique S. Koehler, senior vp.

Phone: (212) 807-0377.

Kolker & Gill, New York, founded six months ago, estimated annualized financial returns of \$600,000 in gross income in 1984 on \$4,000,000 in capitalized billings. Volume breakdown was not estimated.

Accounts gained: Gitano jeans, Silor Optical, TFM Industries, Universal Intl toys, Suntext's Mhing game, Doctor Denton, Character Licensing Inc.'s Raggedy Ann and Andy, ITS's Zodiac shoes, Lolly Togs childrenswear, Saratoga menswear. Overseas: Barbados Tourism. Lost: Gitano and TFM Industries.

Billings breakdown: Magazines 45%, radio 5%, spot tv 40%, transit advertising 5%, point of sale 5%. Employees: 10. Top execs: Stephen D. Kolker, president, who came from Richard & Edwards, New York, where he was a partner; Anthony Gill, secretary-treasurer, who was exec vp-art director at Richard & Edwards.

Phone: (212) 398-9375.

Kopf & Isaacson Advertising, Melville, N.Y., reported gross income of \$470,000 in 1984 on billings of \$3,203,380. In 1983, it reported gross income of \$370,000 on billings of \$2,256,700. In 1984, volume consisted of \$1,790,000 in media, \$1,320,000 in materials and services and \$93,380 in capitalized fees. In 1983, volume consisted of \$1,320,000 in media, \$870,000 in materials and services and \$66,700 in capitalized fees.

Accounts gained: PMI Motors, Logitek. Lost: Symbol Technologies. Billings breakdown: Newspapers 5%, magazines 80%, business papers 10%, direct mail 5%. Employees: 13. Top execs: Andrew Isaacson, president; Ken Kopf, secretary-treasurer.

Phone: (516) 293-6115. ☐

Larwin/Livers Associates,

Huntingdon Valley, Pa., reported gross income of \$970,000 in 1984 on billings of \$9,000,000. In 1983, it reported gross income of \$918,000 on billings of \$8,400,000. In 1984, volume consisted of \$1,571,747 in media, \$1,047,825 in materials and services and \$6,380,428 in capitalized fees. In 1983, volume consisted of \$1,427,485 in media, \$931,609 in materials and services and \$6,040,906 in capitalized fees.

Accounts gained: Chessell Corp. projects, Professional Publishing Inc. projects, Digitax Inc., McManus Enterprises, Potter Industries, Quad Systems Corp. Lost: Drexel Industries, Drexelbrook Engineering Co., Land Combustion Inc. Billings breakdown: Business papers 74%, point of sale 1%, direct mail 20%, other 5%. Employees: 22. Top exec: Stephen S. Livers, president.

Phone: (215) 938-0400. ☐

Levy Advertising Associates, New York, reported gross income of \$243,400 in 1984 on billings of \$2,331,137. In 1983, it reported gross income of \$360,500 on billings of \$2,249,770. In 1984, volume consisted of \$818,140 in media, \$804,590 in materials and services and \$708,407 in capitalized fees. In 1983, volume consisted of \$705,135 in media, \$904,850 in materials and services and \$639,785 in capitalized fees.

Accounts gained: Shrack North America. Lost: None. Billings breakdown: Supplements 20%, business papers 80%. Employees: Six. Top exec: David Levy, president.

Phone: (212) 921-4400. ☐

K.I. Lipton Inc., Doylestown, Pa., reported gross income of \$468,676 in 1984 on billings of \$2,289,917. In 1983, it reported gross income of \$396,005 on billings of \$1,560,004. In 1984, volume consisted of \$395,459 in media, \$579,014 in materials and services and \$1,315,444 in capitalized fees. In 1983, volume consisted of \$417,217 in media, \$608,173 in materials and services and \$534,614 in capitalized fees.

Accounts gained: Electro-Nucleonics, Intl Technidyne, Squibb-Novo, Thomas Scientific. Lost: Bio/Data, IBM Biomedical Systems. Billings breakdown: Magazines 80%, direct mail 20%. Em-

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WILLIAM ESTY
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GEER, DuBOIS
GREY
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ployes: Nine. Top exec: Kenneth I. Lipton, president.
Phone: (215) 345-4525. ☑

Lubinsky-Schild Associates, New York, had estimated gross income of \$170,000, of which \$40,000 was non-U.S. contributions, in 1984 on billings of \$540,000. It did not report figures for 1983. In 1984, volume consisted of \$220,000 in media, \$180,000 in materials and services and \$100,000 in capitalized fees.

Overseas, its 1984 dollar volume of \$40,000 consisted of \$20,000 in media and \$20,000 in materials and services.

Accounts gained: Community National Bank, Fairmont Funding, Community Home Care, Parkway Estates. Lost: None. Overseas, it gained: Emanuel. Billings breakdown: Newspapers 65%, radio 25%, direct mail 10%. Employees: Nine. Top execs: Menachem Lubinsky, president; David Schild, vp.
Phone: (212) 889-1808.

Malek Group, New York, had estimated gross income of \$260,000 in 1984 on billings of \$1,685,680. In 1983, it had estimated gross income of \$198,231 on billings of \$1,511,781. In 1984, volume consisted of \$551,087 in media, \$166,789 in materials and services and \$967,804 in capitalized fees. In 1983, volume consisted of \$361,368 in media, \$183,957 in materials and services and \$966,456 in capitalized fees.

Accounts gained: Equity Programs, Herzfeld & Stern, Leitner Associates, Securities Resource Management, Tradecenter Inc., Telecom Plus. Lost: None. Billings breakdown: Newspapers 45%, magazines 48%, direct mail 7%. Employees: Eight. Top execs: Judith Malek, president; Frances Cohen, secretary-treasurer.
Phone: (212) 684-6103.

Marketing Laboratory, Danbury, Conn., reported gross income of \$55,134 in 1984 on billings of \$389,005. In 1983, it reported gross income of \$5,433 on billings of \$36,687. In 1984, volume consisted of \$97,695 in media, \$21,308 in materials and services and \$270,002 in capitalized fees. In 1983, volume consisted of \$34,889 in media, \$464 in materials and services and \$1,334 in capitalized fees.

Accounts gained: Lorad Medical Systems. Lost: None. Billings breakdown: Newspapers 34%, magazines 29%, radio 23%, business papers 11%, direct mail 3%. Employees: Five. Top execs: Allen F. Flouton, director-president; Henry A. Mattoon, director-vp; Frank B. Kemp, Constance McManus, Ella Flouton, directors.
Phone: (203) 426-5552. ☑

J.D. Mathis & Co., Baltimore, reported gross income of \$531,250 in 1984 on billings of \$3,840,700. In 1983, it reported gross income of \$312,000 on billings of \$2,350,000. In 1984, volume consisted of \$1,800,000 in media, \$640,000 in materials and services and \$1,400,700 in capitalized fees. In 1983, volume consisted of \$1,550,000 in media, \$365,000 in materials and services and \$435,000 in capitalized fees.

Accounts gained: Hearst's *The News American* national trade and consumer advertising, Pizza Hut (Baltimore Co-op), L.U.I. (Baltimore and Seattle), Tyler's Clothiers, The Builders Group. Lost: None. Billings breakdown: Newspapers 15%, magazines 25%, radio 8%, spot tv 40%, cable tv 2%, outdoor 2%, business papers 5%,

point of sale 1%, direct mail 2%. Employees: 13. Top exec: James D. Mathis, president.
Phone: (301) 837-7171. ☑

McAndrew Advertising Co., Bronx, N.Y., had estimated gross income of \$41,700 in 1984 on billings of \$278,000. In 1983, it had estimated gross income of \$39,000 on billings of \$260,000. In 1984, volume consisted of \$124,000 in media and \$154,000 in materials and services. In 1983, volume consisted of \$100,000 in media and \$160,000 in materials and services. Accounts gained: Film Capacitor. Lost: None. Billings breakdown: Business papers 95%, direct mail 5%. Employees: Three. Top exec: Robert McAndrew, president-acct exec.
Phone: (212) 892-8660. ☑

Morrow Lewis & Kelley, New York, reported net income of \$60,169 and gross income of \$366,112 in 1984 on estimated billings of \$2,400,000. In 1983, it reported net income of \$16,000 and gross income of \$273,512 on estimated billings of \$1,500,000. Volume breakout was not provided.

Accounts gained: Evan & Lewis Ltd. Lost: None. Billings breakdown: Magazines 60%, radio 20%, business papers 10%, point of sale 10%. Employees: Five. Top execs: William E. Lewis, president; Carol Lewis, vp-creative director.
Phone: (212) 245-7646.

Morvay Advertising, South Orange, N.J., had estimated gross income of \$270,000 in 1984 on billings of \$1,800,000. In 1983, it reported estimated gross income of \$225,000 on billings of \$1,500,000. In 1984, volume was all in media. No volume breakout was provided for 1983. Accounts gained: None. Lost: None. The agency did not break down its billings.
Phone: (201) 262-3331.

MSA Advertising, Philadelphia, reported net income of \$82,300 and gross income of \$504,150 in 1984 on billings of \$3,361,000. In 1983, it reported net income of \$43,600 and gross income of \$313,200 on billings of \$2,210,456. In 1984, volume consisted of \$1,830,500 in media, \$301,219 in materials and services and \$1,229,281 in capitalized fees. In 1983, volume consisted of \$1,310,000 in media, \$121,400 in materials and services and \$779,056 in capitalized fees.

Accounts gained: D.F. Merrill Jewelers, Wolf Comfort Products. Lost: None. Billings breakdown: Newspapers 22%, magazines 14.4%, radio 5.9%, business papers 31.6%, point of sale 4.1%, direct mail 22%. Employees: Eight. Top execs: Michael Schwartz, president.
Phone: (215) 546-8000.

Newton Associates, St. Davids, Pa., reported net income of \$307,246 and estimated gross income of \$440,072 in 1984 on billings of \$2,933,816. In 1983, it reported estimated gross income of \$342,750 on billings of \$2,285,000. No volume breakout was provided for either year.

Accounts gained: M. Buten & Sons, The Crouse Group, Frankel Chevrolet, Scott Oldsmobile, Welding Engineers, Westcode Inc., Enterra Instrumentation Technologies, Associated Lead. Lost: Capital Controls Co. Billings breakdown: Newspapers 15%, magazines 50%, radio 20%, spot tv 10%, outdoor 3%, transit advertising 2%. Employees: 10. Top execs: Jon Newton, president; Harry A. Streamer,

LeRoy Keeler, vps.
Phone: (215) 964-9300. ☑

New Trend Advertising, Teeterboro, N.J., reported net income of \$80,000 and gross income of \$535,287 in 1984 on billings of \$3,035,668. No figures were provided for 1983. In 1984, volume consisted of \$868,159 in media, \$99,809 in materials and services and \$2,067,700 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 35%, magazines 2%, supplements 1%, radio 15%, spot tv 30%, business papers 1%, point of sale 5%, direct mail 10%, other 1%. Employees: 12. Top exec: Geri Boxer, president.
Phone: (201) 288-8565. ☑

NPC & Associates, Lanham, Md., had estimated gross income of \$56,300 in 1984 on billings of \$360,529. In 1983, it had estimated gross income of \$47,600 on billings of \$299,435. In 1984, volume consisted of \$145,407 in media, \$15,000 in materials and services and \$200,122 in capitalized fees. In 1983, volume consisted of \$184,215 in media, \$9,500 in materials and services and \$105,720 in capitalized fees.

Accounts gained: American Nursing Service, Bowie State College, Southern Maryland Dental Assn, Multi-Group Industries USA, Sears Painting Service, U.S. Naval Academy, *Washington Informer* newspaper. Lost: Capitol Copy Products, Car-Telephone Corp. Billings breakdown: Newspapers 40%, magazines 9%, radio 20%, spot tv 1%, outdoor 2%, business papers 15%, point of sale 10%, direct mail 1%, other 2%. Employees: Four in two offices. Top execs: Nathaniel Pope, president; Bettieann Wise, exec vp.
Phone: (301) 731-5355.

Parsons, Friedmann & Central, Boston, reported gross income of \$393,374 in 1984 on billings of \$3,029,825. In 1983, it reported gross income of \$368,150 on billings of \$2,563,660. In 1984, volume consisted of \$598,041 in media, \$550,277 in materials and services and \$1,881,507 in capitalized fees. In 1983, volume consisted of \$458,955 in media, \$450,005 in materials and services and \$1,654,700 in capitalized fees.

Accounts gained: Analab Inc.'s Mfg Chemists, Plycraft Inc.'s Seating & Recliners. Lost: Akko Inc.'s Acrylic Accessories. Billings breakdown: Newspapers 7%, magazines 10%, radio 5%, spot tv 2%, outdoor 2%, business papers 52%, transit advertising 1%, point of sale 3%, direct mail 15%, other 3%. Employees: 11 in two offices. Top execs: Robert F. Friedmann, president-treasurer; Camille M. Wilding, asst treasurer-office mgr.
Phone: (617) 266-4310. ☑

Gerald Patlis Advertising, New York, reported gross income of \$427,500 in 1984 on billings of \$2,850,000. In 1983, it reported gross income of \$410,000 on billings of \$2,733,500. In 1984, volume consisted of \$1,900,000 in media, \$650,000 in materials and services and \$300,000 in capitalized fees. In 1983, volume consisted of \$1,800,000 in media, \$600,000 in materials and services and \$333,500 in capitalized fees. Accounts gained: M-D Natural Vitamins Club. Lost: Family Bazaar, Vitacrown. Billings breakdown: Newspapers 40%, magazines 30%, radio 5%, spot tv 5%, direct mail 20%. Employees: 10. Top exec: Gerald Patlis, president.
Phone: (212) 759-6400.

Bernard Popick Associates, Atlantic City, N.J., reported gross income of \$426,770 in 1984 on billings of \$2,812,349. In 1983, it reported gross income of \$305,856 on

billings of \$2,040,048. In 1984, volume consisted of \$6,033 in materials and services and \$2,806,316 in capitalized fees. In 1983, volume consisted of \$27,289 in materials and services and \$2,012,759 in capitalized fees. Accounts gained: Jack W. Blumenfeld Co., George A. Fuller Co. Lost: Atlantic City Airport Utility, Resorts Intl Hotel-Casino. Billings breakdown: 98.66% of net income is derived from consultation fees to clients for public relations counselling. Top execs: Bernard A. Popick president; Frances L. Popick, Rita Z. Bulk, vps.
Phone: (609) 348-2600. ☑

Jules Rabin Associates, Valley Stream, N.Y., reported gross income of \$720,000 in 1984 on billings of \$4,200,000. In 1983, it reported gross income of \$615,000 on billings of \$3,700,000. In 1984, volume was all in media. No volume breakout was provided for 1983. Accounts gained: Nationwide Plastics, Ames Engineering, Guardian Bank, Royal Consultants, American Equity Funding. Lost: Knoll Pharmaceutical, Magic Novelty. Employees: 20. Top execs: Jules W. Rabin, president; Melvin Weber, exec vp.
Phone: (516) 561-9160.

Raptis Inc., Baltimore, reported gross income of \$434,960 in 1984 on billings of \$2,728,560. No figures were reported for 1983. In 1984, volume consisted of \$1,240,000 in media, \$368,000 in materials and services and \$1,120,560 in capitalized fees. No volume breakout was provided for 1983.

Accounts gained: Willard Battery Co., WPOC-fm, Garon's Ethan Allen Galleries, Belvedere Hotel, A.J. Buck & Son, Macecote Protective Coverings, Colston Foods, Intl Import Designs. Lost: None. Billings breakdown: Newspapers 30%, magazines 10%, radio 25%, spot tv 10%, cable tv 3%, outdoor 2%, business papers 5%, point of sale 5%, direct mail 10%. Employees: 14. Top execs: Louis N. Raptis, president; C.A. Davis, exec vp.
Phone: (301) 234-0990. ☑

Richmond Advertising/Reinhold Associates, New York, reported gross income of \$671,973 in 1984 on billings of \$4,912,503. In 1983, it reported gross income of \$521,332 on billings of \$4,509,679. In 1984, volume consisted of \$3,958,633 in media and \$953,870 in capitalized fees. In 1983, volume consisted of \$3,414,439 in media and \$1,095,240 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 28%, magazines 7%, supplements 1%, radio 15%, spot tv 2%, business papers 34%, transit advertising 13%. Employees: 14. Top exec: Louis E. Reinhold, president.
Phone: (212) 840-7676.

RSM&K Inc., New York, reported gross income of \$958,600 in 1984 on billings of \$6,232,460. In 1983, it reported gross income of \$946,830 on billings of \$6,313,890. In 1984, volume consisted of \$2,280,000 in media, \$664,150 in materials and services and \$3,288,310 in capitalized fees. In 1983, volume consisted of \$2,248,050 in media, \$690,820 in materials and services and \$3,375,020 in capitalized fees.

Accounts gained: Egon Von Furstenberg women's fashions, VDM Metal Resources. Lost: None. Billings breakdown: Newspapers 4%, magazines 36%, radio 5%, spot tv 16%, business papers 38%, direct mail 1%. Employees: 14. Top execs: Leon Katz, chairman; Mel Mohr, president; Alfred Calabro, exec vp; Lansing Moore, vp.
Phone: (212) 759-7070.

Sanford Solarz Co., Trenton, N.J., had estimated gross income of \$515,000 in 1984 on billings of

\$3,174,000. In 1983, it had estimated gross income of \$496,000 on billings of \$3,062,000. In 1984, volume consisted of \$987,000 in media, \$46,000 in materials and services and \$2,141,000 in capitalized fees. In 1983, volume consisted of \$945,000 in media, \$43,000 in materials and services and \$2,074,000 in capitalized fees.

Accounts gained: Heinemann Electric Co., Henry E. Sanson & Sons, Philadelphia Safety Devices, Surface Technology. Lost: Dunmore Corp., KNF Neuberger Inc., Universal Process Equipment. Overseas account gain: Pruftechnik. Billings breakdown: Newspapers 1%, business papers 92%, direct mail 7%. Employees: Seven. Top exec: Sanford Solarz, president.
Phone: (609) 882-5200. ☑

SB&W Associates, Boston, reported net income of \$11,665 and gross income of \$170,396 in 1984 on billings of \$1,136,540. In 1983, it reported a net loss of \$3,639 and gross income of \$140,067 on billings of \$930,180. In 1984, volume consisted of \$292,252 in media, \$599,926 in materials and services and \$244,362 in capitalized fees. In 1983, volume consisted of \$245,059 in media, \$484,855 in materials and services and \$200,266 in capitalized fees.

Accounts gained: None. Lost: None. Employees: Four. Top exec: Jacques Wassfeller, president.
Phone: (617) 262-3000.

Peter Scannell Inc., New York, founded in 1984, reported gross income of \$179,386 on billings of \$1,168,445. Volume consisted of \$158,700 in materials and services and \$1,009,745 in capitalized fees. Accounts gained: American Express Co. and American Express International Bank, Barclay's Bank, Shearson-Lehman Bros., Citibank, Continental Word Processing Agency, Insurance Services Offices Inc., National Service Corp. Billings breakdown does not apply because agency does not place media. Lost: *Time* magazine sales promotion. Employees: Seven. Top execs: Peter Scannell, Carol T. Savage, principals.
Phone: (212) 719-3629.

Sydney Schreiber Inc., Philadelphia, reported gross income of \$316,073 in 1984 on billings of \$2,897,767. In 1983, it reported gross income of \$285,082 on billings of \$2,693,058. In 1984, volume consisted of \$521,762 in media, \$493,465 in materials and services and \$1,882,540 in capitalized fees. In 1983, volume consisted of \$612,745 in media, \$433,757 in materials and services and \$1,646,556 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 56%, radio 3%, business papers 26%, direct mail 15%. Employees: Nine. Top exec: Sydney Schreiber, president.
Phone: (215) 545-2223.

Sheldon Fredericks Advertising, New York, reported net income of \$101,000 and gross income of \$482,000 in 1984 on billings of \$5,297,945.

In 1983, it reported net income of \$96,000 and gross income of \$532,000 on billings of \$5,275,000. In 1984, volume consisted of \$3,345,000 in media, \$888,000 in materials and services and \$1,064,945 in capitalized fees. In 1983, volume consisted of \$3,162,000 in media, \$901,000 in materials and services and \$1,212,000 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 35%, magazines 17%, radio 6%, network tv 15%, spot tv 13%, direct mail 14%. Employees: 18. Top exec: Frederick A. Schwartz, president.
Phone: (212) 867-0110. ☑

East: IV agencies Less than \$1,000,000



Steen Advertising, Lynbrook, N.Y., reported gross income of \$532,000 in 1984 on billings of \$3,970,720. In 1983, it reported gross income of \$451,000 on billings of \$3,580,000. In 1984, volume consisted of \$3,500,000 in media, \$197,000 in materials and services and \$273,720 in capitalized fees. In 1983, volume consisted of \$3,200,000 in media, \$116,000 in materials and services and \$264,000 in capitalized fees.

Accounts gained: Great Neck Saw Mfg, NMC Management College, Coast Mfg, Lectra Laboratories. Lost: None. Billings breakdown: Newspapers 10%, magazines 65%, radio 3%, network tv 1%, spot tv 3%, business papers 14%, point of sale 2%, direct mail 2%. Employees: 13. Top execs: Norman Steen, president; Keith Bernhard, vp; Dan Forlenza, creative director. Phone: (516) 596-1600. ☑

Stenrich Group, New York, had estimated gross income of \$250,000 in 1984 on billings of \$2,500,000. In 1983, it had estimated gross income of \$50,000 on billings of \$1,200,000.

Accounts gained: Dow Jones' Software div, Johnson & Johnson's Irex div, 3M's Edis div. Lost: Ciba-Geigy Pharmaceuticals' book div, Savings Bank of Utica. Billings breakdown: Newspapers 5%, magazines 15%, direct mail 30%, other 50%. Employees: 20. Top execs: Steven Isaac, president; David Morris, vp-secretary/treasurer; Mark Grodin, cfo; Deanna Manneker, senior vp-sales & client service; Cindy Beekman, senior acct exec. Phone: (212) 255-7273. ☑

Stern/Frank Advertising, Boston, a subsidiary of Berk & Co., had estimated gross income of \$847,500 in 1984 on billings of \$5,650,000. No figures were provided for 1983. No volume breakdowns were provided for either year.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 31%, magazines 22%, broadcast 35%, collateral 12%. Employees: 22 in two offices. Top execs: Herbert W. Frank, president-Boston; Irwin M. Barnett, president-New York; Robert S. Oliv, vp-mgmt super. Phone: (617) 267-8600.

Universal Public Relations, New York, reported gross income of \$450,000 in 1984 on estimated billings of \$3,001,500. In 1983, it reported gross income of \$250,000 on estimated billings of \$1,667,500. No volume breakout was provided for either year. Accounts gained: Prime Motor Inns, All State Microfilm, Score Mfg, Edw Viner & Co. Lost: White Rock Products. Billings breakdown: Newspapers 40%, radio 20%, business papers 40%. Top execs: William Conlan, president. Phone: (212) 619-7900.

VamCom Corp., Florham Park, N.J., had estimated gross income of \$728,000 in 1984 on billings of \$4,853,641. In 1983, it had estimated gross income of \$435,000 on billings of \$2,897,821. No volume breakout was reported for either year.

Accounts gained: Matrix Instruments' Computer Graphics Products, M.F. Smith & Associates' (management consultants). Lost: KingAlarm Distributors. Billings breakdown: Newspapers 2%, magazines 3%, radio 1%, cable tv 1%, point of sale 1%, direct mail 12%, trade publications 60%, collateral 20%. Employees: 10. Top execs: Alexander P. Veila, president; Sy Paget, mktg services director; S.

Ridgway Kennedy, pr director; Christine Keane, client services director; Dennis Simmons, art director. Phone: (201) 966-0080.

Herbert S. Warmflash & Associates, East Orange, N.J., reported gross income of \$121,700 in 1984 on billings of \$1,039,839. In 1983, it reported gross income of \$114,500 on billings of \$959,715. In 1984, volume consisted of \$119,200 in media, \$108,900 in materials and services and \$811,739 in capitalized fees. In 1983, volume consisted of \$132,600 in media, \$63,400 in materials and services and \$763,715 in capitalized fees.

Accounts gained: None. Lost: Conco-Tellus. Billings breakdown: Business papers 30%, direct mail 5%, public relations 30%, sales literature 20%, visual aids 15%. Employees: Four. Top exec: Herbert S. Warmflash, president. Phone: (201) 678-8080. ☑

White, Good & Co., Mt. Gretna, Pa., reported net income of \$40,001 and gross income of \$320,588 in 1984 on billings of \$2,191,089. In 1983, it reported net income of \$23,937 and gross income of \$298,009 on billings of \$1,777,708. In 1984, volume consisted of \$34,713 in media, \$285,875 in materials and services and \$1,870,501 in capitalized fees. In 1983, volume consisted of \$601,937 in media, \$317,809 in materials and services and \$857,962 in capitalized fees.

Accounts gained: Ephrata Diamond Spring Water Co., Plain 'N' Fancy Kitchens, Turkey Hill Dairy. Lost: Willow Valley Associates, Pennsylvania Sour Mash Distilleries. Billings breakdown: Newspapers 35%, magazines 10%, radio 10%, spot tv 15%, cable tv 1%, outdoor 8%, business papers 5%, farm publications 2%, point of sale 4%, direct mail 6%, other 4%. Employees: Eight. Top execs: Robert F. Good, president; Ann S. White, exec vp. Phone: (717) 964-3616. ☑

Whole Advertising Co., Philadelphia, reported gross income of \$604,192 in 1984 on billings of \$4,043,616. No figures were provided for 1983. Volume consisted of \$239,820 in media, \$287,452 in materials and services and \$3,516,344 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 10%, magazines 65%, outdoor 5%, direct mail 20%. Employees: 13. Top execs: Frank Clyde, president; W. James Rothell, exec vp. Phone: (215) 592-8000. ☑

Don Wise & Co., New York, had estimated gross income of \$900,000 in 1984 on billings of \$6,000,000. In 1983, it had estimated gross income of \$750,000 on billings of \$5,000,000. No volume breakout was provided.

Accounts gained: Nina Shoes. Lost: None. Billings breakdown: Newspapers 5%, magazines 60%, radio 10%, business papers 15%, point of sale 5%, direct mail 5%. Employees: 15. Top exec: Donald Wise, president. Phone: (212) 371-3333.

Richard Yeager Associates, Moorestown, N.J., reported gross income of \$549,104 in 1984 on billings of \$3,846,595. In 1983, it reported gross income of \$459,463 on billings of \$3,402,232. In 1984, volume consisted of \$465,423 in media, \$447,559 in materials and services and \$2,933,613 in capitalized fees.

In 1983, volume consisted of \$433,457 in media, \$398,171 in materials and services and \$2,570,604 in capitalized fees.

Accounts gained: Hibbert Group. Lost: None. Billings breakdown: Newspapers 18%, magazines 20%, radio 10%, business papers 19%, point of sale 8%, direct mail 10%, other 15%. Employees: 12. Top exec: Richard Yeager, president. Phone: (609) 235-5768. ☑

Zam & Kirshner & Geller, Garden City, N.Y., reported gross income of \$621,934 in 1984 on billings of \$3,976,230. No figures were provided for 1983. In 1984, volume consisted of \$2,535,726 in media,

\$511,000 in materials and services and \$929,504 in capitalized fees.

Accounts gained: Kollmorgen Corp.'s EED div, Advanced Technology Distribution Corp., TRICOM Corp., ETA Industries, Hobby & Brown's Sentry-Lite div, RCK Technology's Metal Removal Systems div, Neil Michael Group. Lost: Chronosport's Breitling Watch div, NIC Components Corp. Billings breakdown: Newspapers 10%, magazines 10%, radio 5%, business papers 65%, direct mail 10%. Employees: 11. Top execs: Iz Zam chairman; Samuel J. Kirshner, president-treasurer; Marvin Geller, vp. Phone: (516) 227-2277. ☑

Midwest: IV agencies Less than \$1,000,000



Ad-Pro Inc., Sycamore, Ill., reported gross income of \$338,500 in 1984 on billings of \$2,351,200. In 1983, it reported gross income of \$303,100 on billings of \$2,020,800. In 1984, volume consisted of \$343,500 in media, \$266,800 in materials and services and \$1,740,900 in capitalized fees. In 1983, volume consisted of \$200,400 in media, \$277,000 in materials and services and \$1,543,400 in capitalized fees.

Accounts gained: ITT Blackburn, RCA Associates, DeKalb Swine Breeders, Aurora College. Lost: Idea Co., Turner's Cooper Group, Solar Horizons. Billings breakdown: Newspapers 30%, magazines 52%, supplements 4%, radio 3%, spot tv 1%, outdoor 2%, farm publications 8%. Employees: 10. Top execs: Diana Leifheit, president-principal; Robb R. Robbins, exec vp-principal; Robert E. Meierhans, vp-principal. Phone: (815) 395-2000.

Advertising Associates, Northbrook, Ill., had estimated gross income of \$71,700 in 1984 on billings of \$478,000. In 1983, it had estimated gross income of \$60,000 on billings of \$400,000. Volume was all in media for both years.

Accounts gained: Garrison Products Co., Independent Mechanical Industries. Lost: American Meat Institute, Arlington, Va., Resource Recovery Systems Group, Jerry R. Sheahan Associates. Billings breakdown: Newspapers 70%, radio 10%, business papers 20%. Employees: Seven. Top execs: William Aaron, president; Alice Rowe, exec vp-comptroller. Phone: (312) 564-5337.

Noble Arnold & Associates, Schaumburg, Ill., reported gross income of \$377,250 in 1984 on billings of \$3,004,000. In 1983, it reported gross income of \$399,500 on billings of \$3,102,000. In 1984, volume consisted of \$505,800 in media, \$824,030 in materials and services and \$1,674,170 in capitalized fees. In 1983, volume consisted of \$515,700 in media, \$836,759 in materials and services and \$1,749,541 in capitalized fees.

Accounts gained: Chain Sales & Mktg, Cambridge Group, Design Mates. Lost: Kremers Urban. Billings breakdown: Newspapers 2%, magazines 23%, radio 2%, farm publications 1%, point of sale 1%, direct mail 22%, other 49%. Employees: 10. Top exec: Noble Arnold, president. Phone: (312) 882-8808.

Ashby, Dillon & Meade, Rocky River, O., had estimated gross income of \$632,000 in 1984 on billings of \$4,216,026. In 1983, it had estimated gross income of \$625,000 on billings of \$4,167,302. No volume breakout was provided for either year.

Accounts gained: Thermal Fin-

tube Intl, Fratianna Mfg, Basic Packaging, Enercon, Bettcher Mfg, Sterling Foundry. Lost: None. Billings breakdown: Newspapers 5%, radio 5%, business papers 50%, point of sale 5%, direct mail 15%, other 20%. Top execs: John A. Ashby, president; Lowell R. Dillon, vp; Geoffrey B. Meade, treasurer. Phone: (216) 331-5252. ☑

Asher Agency, Fort Wayne, Ind., reported gross income of \$324,000 in 1984 on billings of \$2,071,678. In 1983, it reported gross income of \$269,000 on billings of \$1,657,342. In 1984, volume consisted of \$1,035,000 in media, \$469,728 in materials and services and \$566,950 in capitalized fees. In 1983, volume consisted of \$828,000 in media, \$375,782 in materials and services and \$453,560 in capitalized fees.

Accounts gained: Grand Wane Center, Greenblatt Furs, Holiday Inn Downtown, N.E. Indiana Chevy Dealers, RediMed Urgent Care Centers, Wildwood Racquet Club, Irmischer Supplies, Cap N' Cork Beverage Stores. Lost: None. Billings breakdown: Newspapers 2%, magazines 20%, radio 18%, spot tv 55%, cable tv 1%, outdoor 3%, direct mail 1%. Employees: Seven. Top execs: Timothy S. Borne, president; Thomas J. Price, senior vp-creative. Phone: (219) 424-3373. ☑

Perry Ballard/Advertising, St. Joseph, Mich., reported net income of \$18,338 and gross income of \$369,816 in 1984 on billings of \$2,488,818. In 1983, it reported net income of \$45,870 and gross income of \$348,185 on billings of \$2,341,813. In 1984, volume consisted of \$259,370 in media, \$114,758 in materials and services and \$2,114,690 in capitalized fees. In 1983, volume consisted of \$120,028 in media, \$91,654 in materials and services and \$2,130,131 in capitalized fees.

Accounts gained: Garden City Fan, Greater Niles Economic Development Foundation, Digital Interface Systems. Lost: Modar. Billings breakdown: Newspapers 20%, magazines 55%, outdoor 10%, business papers 10%, direct mail 5%. Employees: 14. Top exec: Perry Ballard, president-chairman. Phone: (616) 983-0611.

Keith Bates & Associates, Chicago, reported net income of \$169,028 and gross income of \$450,402 in 1984 on billings of \$3,796,047. In 1983, it reported net income of \$3,287 and gross income of \$348,633 on billings of \$3,104,364. In 1984, volume consisted of \$542,386 in media, \$249,481 in materials and services and \$3,004,180 in capitalized fees. In 1983, volume consisted of \$499,404 in media, \$279,579 in materials and services and \$2,325,381 in capitalized fees. Accounts gained: ZyLAB Corp.

Lost: None. Billings breakdown: Magazines 50%, business papers 10%, direct mail 40%. Employees: Five. Top exec: Keith Bates, president. Phone: (312) 263-5820. ☑

Blanchard & Associates, Minneapolis, reported gross income of \$287,400 in 1984 on billings of \$1,821,348. In 1983, it reported gross income of \$389,914 on billings of \$2,462,836. In 1984, volume consisted of \$847,531 in media, \$263,382 in materials and services and \$710,435 in capitalized fees. In 1983, volume consisted of \$1,598,480 in media, \$418,466 in materials and services and \$445,890 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 10%, magazines 75%, radio 5%, business papers 10%. Employees: Five. Top exec: Ernest C. Blanchard, president. Phone: (612) 332-1557.

Bradseth Group, Duluth, Minn., had estimated gross income of \$197,600 on billings of \$1,220,946 in 1984, its first year of business. In 1984, volume consisted of \$620,906 in media, \$402,608 in materials and services and \$197,432 in capitalized fees.

Accounts gained: Captain Jack Foods, Como Oil Co., Duluth Zoo, Elk Rapids Pkg, Fitzer's, Giovoni Pizza, Iron Range Resources & Rehabilitation Board, Mr. Mac Predictables, Itasca Greenhouse, Apple Valley Bank, Black's General Tire, Everfresh Foods, Hill Lumber, Intl Soft Drinks, RTC Western, Skoglund Communications. Lost: None. Billings breakdown: Newspapers 25%, magazines 20%, radio 15%, spot tv 20%, outdoor 15%, direct mail 5%. Employees: 12. Top exec: Thomas C. Bradseth. Phone: (218) 7723-5500. ☑

Concept Three, Davison, Mich., reported gross income of \$404,668 in 1984 on estimated billings of \$2,698,000. In 1983, it reported gross income of \$217,095 on estimated billings of \$1,448,000. No volume breakout was provided for either year.

Accounts gained: Owosso Graphic Arts, Lobb Humidifier Co., Republic Bank. Lost: None. Billings breakdown: Newspapers 10%, magazines 50%, radio 10%, spot tv 25%, point of sale 3%, direct mail 2%. Employees: Three. Top execs: James R. Slater, president; Susan R. Slater, vp. Phone: (313) 653-1002. ☑

Brian Connelly Advertising, Ann Arbor, Mich., had estimated gross income of \$165,000 in 1984 on billings of \$1,057,848. No figures were provided for 1983. In 1984, volume consisted of \$251,615 in media, \$235,568 in materials and services and \$570,665 in capitalized fees.

Accounts gained: I-94 Chevy Dealers, Allied/Prestolite Specialty Wire Products, University of Michigan Housing div, Owens-Corning Fiberglas Employee Assistance Program. Lost: Dean Foods, Baskin-Robbins Ice Cream. Billings breakdown: Newspapers 30%, magazines 10%, radio 10%, spot tv 30%, outdoor 10%, direct mail 10%. Employees: Eight. Top execs: Brian R. Connelly, president; Don Chuba, vp-exec art director; Michael Tucker, vp-creative director. Phone: (313) 769-1050. ☑

Covey & Koons, Canton, O., reported gross income of \$488,594 in 1984 on billings of \$3,258,030. In 1983, it reported gross income of \$548,321 on billings of \$3,656,286. In 1984, volume consisted of \$1,428,363 in media, \$357,091 in materials and services and \$1,472,576 in capitalized fees. In 1983, volume consisted of

\$1,625,819 in media, \$406,455 in materials and services and \$1,624,012 in capitalized fees.

Accounts gained: Beaver Excavating Co., Dover Chemical Corp., Grady McCauley Creative Graphics, United Credit Bureau of Canton. Lost: Community Tire, Lucien Q. Moffitt Inc. Billings breakdown: Newspapers 2%, radio 7%, business papers 89%, direct mail 2%. Employees: 10. Top exec: W. Roderic Covey, president.

Phone: (216) 456-7381. ☑

CRE Inc., Indianapolis, reported gross income of \$901,098 in 1984 on billings of \$6,454,551. In 1983, it reported gross income of \$634,507 on billings of \$4,874,494. In 1984, volume consisted of \$1,287,826 in media, \$537,998 in materials and services and \$4,628,727 in capitalized fees. In 1983, volume consisted of \$561,235 in media, \$538,039 in materials and services and \$3,775,220 in capitalized fees.

Accounts gained: Britt Airways, North American Van Lines' High Value Products div., Schwab Safe Co. Lost: The A.H. Emery Co., Winslow Scale Co. Billings breakdown: Newspapers 7.5%, magazines 43%, radio 3.4%, spot tv 4.1%, outdoor 0.1%, farm publications 8.6%, point of sale 4.2%, direct mail 1.4%, other 27.7%. Employees: 30. Top execs: Michael L. Brooks, president; Leslie L. Boyle, exec vp.

Phone: (317) 631-0260.

Creel Associates, Oak Brook, Ill., reported net income of \$78,000 and estimated gross income of \$316,500 in 1984 on billings of \$2,047,310. In 1983, it reported net income of \$10,000 and estimated gross income of \$314,700 on billings of \$2,045,910. In 1984, volume consisted of \$400,000 in media, \$360,000 in materials and services and \$1,287,310 in capitalized fees. In 1983, volume consisted of \$263,000 in media, \$295,500 in materials and services and \$1,487,410 in capitalized fees.

Accounts gained: Midway Airlines bank promotions, Retail EFT. Lost: None. Billings breakdown: Newspapers 60%, magazines 20%, radio 10%, business papers 2%, point of sale 5%, direct mail 3%. Employees: 11. Top exec: David R. Creel, president.

Phone: (312) 986-9402. ☑

CTS Associates, Detroit, reported net income \$25,299 and gross income of \$212,084 in 1984 on billings of \$1,796,229. In 1983, it reported net loss of \$4,000 and gross income of \$127,687 on billings of \$1,199,540. In 1984, volume consisted of \$976,824 in media, \$249,860 in materials and services and \$569,545 in capitalized fees. In 1983, volume consisted of \$851,000 in media, \$101,750 in materials and services and \$246,790 in capitalized fees.

Accounts gained: Inmont's Widger Chemical div, Dino's Pizza. Lost: National Bank of Royal Oak, Dino's Pizza. Billings breakdown: Newspapers 35%, magazines 5%, supplements 5%, radio 35%, spot tv 5%, cable tv 1%, outdoor 1%, business papers 1%, point of sale 5%, direct mail 1%, other 6%. Employees: Eight. Top execs: C. Thomas Scholl, president; Muriel G. Scholl, exec vp.

Phone: (313) 965-0575.

Cummings Advertising, Rockford, Ill., had estimated gross income of \$707,000 in 1984 on billings of \$4,712,275. In 1983, it had estimated gross income of \$437,000 on billings of \$2,910,552. In 1984, volume consisted of \$1,268,040 in media, \$527,704 in materials and services and \$2,916,531 in capitalized fees. In 1983, volume consisted of \$809,094 in media, \$368,819 in materials and services and \$1,732,639 in capitalized fees. Accounts gained: Motorola Compo-

nent Products, Ingersoll Cutting Tools, ComputerLand, Penda Corp., City National Bank, Kerry Foods, Serac Inc., Fantasy Flavors, Data Ray Corp., Illinois Tool Works, Cisa Lock. Lost: None. Billings breakdown: Magazines 97.2%, farm publications 2.8%. Employees: 20. Top execs: Quinten P. Barciay, president; Larry C. Shubert, exec vp.

Phone: (815) 962-0615. ☑

Didday & Branch, Cincinnati, reported net income of \$162,672 and gross income of \$949,774 in 1984 on billings of \$4,418,376. In 1983, it reported net income of \$5,702 and gross income of \$537,477 on billings of \$2,441,702. In 1984, volume consisted of \$50,269 in media, \$287,758 in materials and services and \$4,080,349 in capitalized fees. In 1983, volume consisted of \$5,383 in media, \$196,252 in materials and services and \$2,240,067 in capitalized fees. Accounts gained: None. Lost: None. The agency did not break down its billings. Employees: 15. Top execs: Kerry B. Didday, president; Harold Branch, exec vp.

Phone: (513) 751-1730. ☑

Dallas C. Dort & Co., Flint, Mich., reported gross income of \$600,476 in 1984 on billings of \$3,940,086. In 1983, it reported gross income of \$466,503 on billings of \$3,079,600. In 1984, volume consisted of \$860,537 in media, \$364,812 in materials and services and \$2,714,737 in capitalized fees. In 1983, volume consisted of \$982,036 in media, \$172,735 in materials and services and \$1,924,829 in capitalized fees.

Accounts gained: Saratoga Community Hospital. Lost: Wolohan Lumber Co., Burtrum Furs, Eyeglass Factory. Billings breakdown: Newspapers 10%, radio 20%, spot tv 45%, outdoor 5%, other 20%. Employees: 16. Top exec: Dallas C. Dort, president.

Phone: (313) 238-4677. ☑

Doty, Phillips & Laing, Battle Creek, Mich., reported gross income of \$479,959 in 1984 on billings of \$3,059,198. In 1983, it reported gross income of \$347,222 on billings of \$2,079,538. In 1984, volume consisted of \$418,400 in media, \$424,911 in materials and services and \$2,215,887 in capitalized fees. In 1983, volume consisted of \$238,793 in media, \$290,800 in materials and services and \$1,549,945 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 10%, magazines 14%, radio 1%, business papers 69%, point of sale 2%, direct mail 4%. Employees: 13. Top execs: Perry Phillips, president; Vernon Doty, vp-secretary.

Phone: (616) 965-7255.

Fensholt Inc., Lombard, Ill., reported gross income of \$719,809 in 1984 on billings of \$5,389,968. In 1983, it reported gross income of \$660,602 on billings of \$4,865,031. In 1984, volume consisted of \$1,446,585 in media, \$995,076 in materials and services and \$2,948,307 in capitalized fees. In 1983, volume consisted of \$1,234,596 in media, \$876,411 in materials and services and \$2,754,024 in capitalized fees.

Accounts gained: Repton Electronics. Lost: Geo. I. Schmidt. Billings breakdown: Magazines 97%, business papers 2%, farm publications 1%. Employees: 15 in two offices. Top execs: Daniel D. Glaubke, chairman-ceo; Charles R. Muth, president.

Phone: (312) 953-2300. ☑

Fillman Advertising, Champaign, Ill., reported gross income of \$131,769 in 1984 on billings of \$560,722. In 1983, it reported gross income of \$114,378 on billings of \$499,299. In 1984, volume consisted

of \$380,000 in media and \$180,722 in materials and services. In 1983, volume consisted of \$323,799 in media and \$175,500 in materials and services.

Accounts gained: None. Lost: None. Billings breakdown: Business papers 50%, farm publications 25%, direct mail 25%. Employees: Five. Top exec: William T. Fillman, president.

Phone: (217) 352-0002.

FitzSimons Advertising, Cleveland, reported gross income of \$405,000 in 1984 on billings of \$3,050,750, the same as in 1983. Volume for both years consisted of \$1,150,000 in media, \$400,000 in materials and services and \$1,500,750 in capitalized fees.

Accounts gained: Brentwood Hospital, Business Perspectives, Council of Smaller Enterprises, East Suburban Council for Open Communities, Greater Cleveland Growth Assn, McDonald & Co. Securities, Ress Realty, U.S. Sports Development, Value Marketing. Lost: Agency Rent-A-Car. Billings breakdown: Newspapers 18%, magazines 5%, radio 11%, spot tv 12%, outdoor 2%, business papers 16%, transit advertising 1%, point of sale 4%, direct mail 8%, other 23%. Employees: Eight. Top execs: Daniel A. FitzSimons, president.

Phone: (216) 241-5656.

J. Ronald Gaffe Inc., Okemos, Mich., reported net income of \$21,388 and gross income of \$151,496 in 1984 on billings of \$1,231,678. In 1983, it reported net loss of \$15,195 and gross income of \$199,667 on billings of \$922,559. In 1984, volume consisted of \$625,798 in media, \$423,444 in materials and services and \$182,436 in capitalized fees. In 1983, volume consisted of \$315,997 in media, \$267,085 in materials and services and \$339,477 in capitalized fees.

Accounts gained: Guardian Photo div of Guardian Industries. Lost: None. Billings breakdown: Newspapers 50%, radio 15%, spot tv 35%. Employees: Eight. Top exec: J. Ronald Gaffe, president.

Phone: (517) 349-6770. ☑

Harrison Advertising, Naperville, Ill., reported gross income of \$122,500 in 1984 on billings of \$912,796. In 1983, it reported gross income of \$115,000 on billings of \$840,270. In 1984, volume consisted of \$200,500 in media, \$120,000 in materials and services and \$592,296 in capitalized fees. In 1983, volume consisted of \$200,000 in media, \$100,000 in materials and services and \$540,270 in capitalized fees. Accounts gained: Johnson Industries, Lanquist & Sons. Lost: None. Billings breakdown: Business papers 50%, other 50%. Employees: Four. Top execs: G.G. Harrison, president; B.K. Harrison, vp.

Phone: (312) 496-0606.

Haselow and Associates, Beachwood, O., reported gross income of \$347,000 in 1984 on billings of \$2,510,490. In 1983, it reported gross income of \$320,000 on billings of \$2,299,600. In 1984, volume consisted of \$196,000 in materials and services and \$2,314,490 in capitalized fees. In 1983, volume consisted of \$165,200 in materials and services and \$2,134,400 in capitalized fees.

Accounts gained: Textron Inc.'s Townsend div, Welded Beam Co. Lost: Fluid Controls Inc. Billings breakdown: Business papers 25%, farm publications 0.5%, direct mail 3.5%, sales literature 34%, public relations 35%, research 2%. Employees: 10. Top exec: John H. Haselow, president.

Phone: (216) 831-6060. ☑

Hiebing Group, Madison, Wis., reported net income of \$111,677 and gross income of \$727,207 in 1984 on billings of \$5,441,163. In 1983, it reported net income of \$101,768 and gross income of \$661,502 on billings of \$5,029,304. In 1984, volume consisted of \$873,365 in media, \$438,254 in materials and services and \$4,129,544 in capitalized fees. In 1983, volume consisted of \$680,944 in media, \$526,703 in materials and services and \$3,821,657 in capitalized fees.

Accounts gained: Cyclin Pharmaceuticals, Quisling Clinics, Brady's, Portel Services Network, Linen Center, Peck's Menswear. Lost: McDonald College. Billings breakdown: Newspapers 10%, magazines 5%, radio 4%, spot tv 65%, outdoor 1%, point of sale 1%, direct mail 2%, collateral/rsc 12%. Employees: 19. Top exec: Roman G. Hiebing Jr., president.

Phone: (608) 256-6357. ☑

High Plains Advertising, Dodge City, Kan., reported net income of \$4,100 and gross income of \$58,324 in 1984 on billings of \$809,276. In 1983, it reported net income of \$3,200 and gross income of \$51,214 on billings of \$613,934. In 1984, volume consisted of \$364,527 in media and \$444,749 in capitalized fees. In 1983, volume consisted

of \$320,086 in media and \$293,853 in capitalized fees. Accounts gained: ST Paging, Servi-Tech Inc. Lost: None. Billings breakdown: Newspapers 18%, radio 41%, spot tv 12%, outdoor 1%, farm publications 4%, point of sale 22%, other 2%. Employees: Three. Top execs: Joe Berkely, president; Dave Tartar, mng director.

Phone: (316) 227-7171.

Jacobs & Clevenger, Chicago, reported gross income of \$257,536 in 1984 on billings of \$2,007,280. In 1983, it reported gross income of \$122,417 on billings of \$1,121,532. In 1984, volume consisted of \$73,879 in media, \$326,618 in materials and services and \$1,606,783 in capitalized fees. In 1983, volume consisted of \$316,936 in materials and services and \$804,596 in capitalized fees.

Accounts gained: Intl Software Technology, J.P. Rivers Inc., Korwin Learning Systems, Pines 'n' Birches, Working Press of the Nation. Lost: Viking office products. Billings breakdown: Magazines 10.1%, direct mail 89.9%. Employees: 10. Top execs: Ron Jacobs, presi-

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dent; Penny Clevenger, secretary-treasurer.
Phone: (312) 944-2075.

JAM & Corbett Advertising, Columbus, O., reported gross income of \$612,490 in 1984 on billings of \$10,211,996. In 1983, it reported gross income of \$467,062 on billings of \$6,090,782. In 1984, volume consisted of \$2,459,548 in media, \$691,540 in materials and services and \$7,060,908 in capitalized fees. In 1983, volume consisted of \$1,668,082 in media, \$354,000 in materials and services and \$4,068,700 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- JAM, Harrisburg, Pa.
- JAM, Erie, Pa.

Accounts gained: FCA, Assurex, Burpee Tools, Colony First Federal. Lost: None. Billings breakdown: Newspapers 29%, magazines 2%, supplements 2%, radio 30%, spot tv 21%, outdoor 6%, point of sale 4%, direct mail 6%. Employees: 22 in three offices. Top execs: H. Douglas Jones, president; Joseph A. Anastasi, exec vp; Margaret Corbett, senior vp.
Phone: (614) 221-2395. ☐

James & Thomas, Chicago, reported net income of \$181,475 and gross income of \$425,000 in 1984 on billings of \$1,189,230. In 1983, it reported net income of \$148,233 and gross income of \$395,290 on billings of \$901,847. In 1984, volume consisted of \$275,625 in media, \$14,590 in materials and services and \$899,015 in capitalized fees. In 1983, volume consisted of \$272,750 in media, \$33,200 in materials and services and \$595,897 in capitalized fees.

Accounts gained: Western Suburban Hospital, Corridor Graphics, Industrial Fiberglass Supply. Lost: None. Billings breakdown: Newspapers 60%, magazines 5%, supplements 5%, radio 15%, spot tv 5%, cable tv 3%, outdoor 4%, farm publications 1%, transit advertising 1%, direct mail 1%. Employees: Eight in two offices. Top exec: William J. Bloch, president.
Phone: (312) 751-0520.

Jonethis Organization, Akron, O., had estimated gross income of \$708,000 in 1984 on billings of \$4,670,040. In 1983, it had estimated gross income of \$629,000 on billings of \$4,152,520. In 1984, volume consisted of \$300,000 in media, \$288,000 in materials and services and \$4,082,040 in capitalized fees. In 1983, volume consisted of \$200,000 in media, \$244,000 in materials and services and \$3,708,520 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 50%, magazines 10%, supplements 10%, radio 8%, spot tv 20%, cable tv 1%, outdoor 1%. Employees: 14. Top execs: David G. Jonethis, president; Barbara M. Jonethis, vp.
Phone: (216) 375-5122.

Kinzie & Green, Wausau, Wis., reported gross income of \$370,014

in 1984 on billings of \$2,507,193. In 1983, it reported gross income of \$317,696 on billings of \$2,436,365. In 1984, volume consisted of \$940,789 in media, \$255,249 in materials and services and \$1,311,155 in capitalized fees. In 1983, volume consisted of \$737,914 in media, \$304,768 in materials and services and \$1,393,683 in capitalized fees.

Accounts gained: American National Bank, Curtainwall Systems, EO Johnson, Wausau Medical Center, Tri-State Testing. Lost: Citizen's State Bank, Merrill Mfg. Billings breakdown: Newspapers 8%, magazines 10%, radio 10%, spot tv 10%, business papers 32%, other 30%. Employees: 10. Top exec: Leslie C. Green, president.
Phone: (715) 845-4251. ☐

Kostman/Schmid & Associates, Chicago, had estimated gross income of \$750,000 in 1984 on billings of \$5,000,000. In 1983, it had estimated gross income of \$825,000 on billings of \$5,500,000. No volume breakout was provided for either year. Accounts gained: Quartet Mfg, Stevens Bedding, Mechanics Brand Driveway Products, TriplEdge Wiper Corp. Lost: None. Billings breakdown: Newspapers 6%, magazines 22%, radio 9%, network tv 20%, spot tv 38%, business papers 5%. Employees: 10. Top execs: M.F. (Skip) Kostman, president; Carl F. Schmid, exec vp.
Phone: (312) 649-5800.

Kreicker & Meloan, Northfield, Ill., reported gross income of \$185,790 in 1984 on billings of \$1,224,659. In 1983, it reported gross income of \$167,652 on billings of \$1,117,750. In 1984, volume consisted of \$947,721 in media, \$117,032 in materials and services and \$159,906 in capitalized fees. In 1983, volume consisted of \$866,493 in media, \$115,763 in materials and services and \$135,494 in capitalized fees.

Accounts gained: Tisma Machinery Corp., Paper Trade Journal, Brook Furniture Rental. Lost: None. Billings breakdown: Magazines 10%, business papers 80%, direct mail 5%, other 5%. Employees: Five. Top exec: J.M. Wallseck, president.
Phone: (312) 446-8885.

Lane & Leslie Advertising, Wichita, Kan., had estimated gross income of \$691,000 in 1984 on billings of \$4,510,194. In 1983, it had estimated gross income of \$676,000 on billings of \$4,505,850. In 1984, volume consisted of \$2,107,948 in media, \$550,054 in materials and services and \$1,852,192 in capitalized fees. No volume breakout was provided for 1983.

Accounts gained: J.W. Enterprises, Hardage Enterprises, Valley Federal s&l. Lost: Landmark Federal s&l, Fidelity Savings. Billings breakdown: Newspapers 46%, magazines 2%, radio 23%, spot tv 25%, outdoor 1%, farm publications 3%. Employees: 11. Top execs: David W. Lane, president.
Phone: (316) 265-0882.

Martin A. Lave Marketing, Indianapolis, had estimated gross income of \$413,000 in 1984 on billings of \$2,690,133. In 1983, it had estimated gross income of \$257,000 on billings of \$1,626,163. In 1984, volume consisted of \$1,667,128 in media, \$310,027 in materials and services and \$712,978 in capitalized fees. In 1983, volume consisted of \$1,285,810 in media, \$114,468 in materials and services and \$225,885 in capitalized fees. Accounts gained: Lincoln Technical Institute

(Eastern region), Ocean World. Lost: Elin Uniform. Billings breakdown: Newspapers 9%, magazines 11%, network tv 1%, spot tv 59%, outdoor 2%, business papers 2%, point of sale 3%, direct mail 12%. Employees: One. Top exec: Martin A. Lave, president.
Phone: (317) 872-0771. ☐

Lord & Emerson, Jackson, Mich., reported gross income of \$49,000 in 1984 on estimated billings of \$326,830. In 1983, it reported gross income of \$41,000 on estimated billings of \$273,470. No volume breakout was provided for either year. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 10%, magazines 80%, business papers 10%. Employees: One.
Phone: (517) 787-8261.

MarketAide Inc., Salina, Kan., reported gross income of \$733,093 in 1984 on billings of \$4,995,542. In 1983, it reported gross income of \$588,005 on billings of \$3,911,010. In 1984, volume consisted of \$411,344 in media, \$1,499,463 in materials and services and \$3,084,735 in capitalized fees. In 1983, volume consisted of \$373,182 in media, \$996,385 in materials and services and \$2,541,443 in capitalized fees.

Accounts gained: Speed King Mfg, Francis Boys' Home. Lost: None. Billings breakdown: Newspapers 7%, magazines 1%, radio 18%, spot tv 22%, outdoor 1%, business papers 20%, farm publications 5%, point of sale 1%, direct mail 25%. Employees: 16. Top execs: Gary D. Ray, chairman-ceo; Russell C. Norwood, president.
Phone: (913) 825-7161. ☐

Jack Mathis Advertising, Libertyville, Ill., reported gross income of \$201,895 in 1984 on billings of \$1,346,354. In 1983, it reported gross income of \$196,473 on billings of \$1,310,197. In 1984, volume consisted of \$461,114 in media, \$104,783 in materials and services and \$780,457 in capitalized fees. In 1983, volume consisted of \$457,078 in media, \$98,122 in materials and services and \$754,957 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Business papers 54%, direct mail 14%, literature & brochures 32%. Employees: Three. Top exec: Jack Mathis, president.
Phone: (312) 367-1826.

McFarland Group, Elm Grove, Wis., reported net income of \$58,800 and gross income of \$735,000 in 1984 on billings of \$5,834,500. In 1983, it reported net income of \$51,200 and gross income of \$640,000 on billings of \$4,800,000. In 1984, volume consisted of \$2,000,000 in media, \$1,500,000 in materials and services and \$2,334,500 in capitalized fees. In 1983, volume consisted of \$1,600,000 in media, \$1,200,000 in materials and services and \$2,000,000 in capitalized fees.

Accounts gained: Lindsay Outdoor Power Equipment div, Graysoft Inc., Banner Welder, Legion Cos., Schwaab Inc. Lost: Wick Buildings. Billings breakdown: Newspapers 10%, magazines 15%, radio 15%, spot tv 15%, business papers 5%, farm publications 25%, direct mail 10%, other 5%. Employees: 12. Top execs: Michael McFarland, president; Byron R. Foster, exec vp.
Phone: (414) 786-5891. ☐

McIlhenny-Humphrey, Pittsburgh, reported net income of \$56,000 and gross income of \$477,000 in 1984 on billings of \$3,181,590. In 1983, it reported net income of \$48,000 and gross income of \$427,000 on billings of \$2,848,090. In 1984, volume consisted of \$1,035,520 in media, \$345,170 in

materials and services and \$1,800,900 in capitalized fees. In 1983, volume consisted of \$862,280 in media, \$498,410 in materials and services and \$1,487,400 in capitalized fees.

Accounts gained: Green River Steel, Westmoreland Casualty, First National Bank of Western Pennsylvania. Lost: Tribune Review Publishing, Global Development Co. Billings breakdown: Newspapers 46%, radio 14%, spot tv 1%, outdoor 7%, business papers 32%. Employees: Eight. Top execs: John J. Humphrey, president; Edward J. Spahr Jr., exec vp; Richard G. Herbert, senior vp.
Phone: (412) 261-4611. ☐

McKee Advertising, Elmhurst, Ill., reported gross income of \$938,520 in 1984 on billings of \$6,301,420. In 1983, it reported gross income of \$711,000 on billings of \$4,245,000. In 1984, volume consisted of \$1,650,000 in media, \$1,810,090 in materials and services and \$2,841,420 in capitalized fees. In 1983, volume consisted of \$880,000 in media, \$1,197,000 in materials and services and \$2,168,000 in capitalized fees.

Accounts gained: Dove Inc., DynaTour Corp., Wood World, Eder Instrument Co., Premier Coatings. Lost: None. Billings breakdown: Newspapers 2%, magazines 67%, spot tv 5%, outdoor 5%, farm publications 2%, point of sale 15%, direct mail 3%, other 1%. Employees: 15. Top execs: Edward McKee, president; Thomas Behan, exec vp; Walter Denny, senior vp-creative super; Dave Johnson, vp-creative director; Charlotte Aigner, vp-art director.
Phone: (312) 833-0155.

Menaker & Wright, Chicago, reported net income of \$214,000 and gross income of \$856,335 in 1984 on billings of \$5,641,500. In 1983, it reported net income of \$191,000 and gross income of \$747,000 on billings of \$5,256,700. In 1984, volume consisted of \$2,250,000 in media, \$390,000 in materials and services and \$3,001,500 in capitalized fees. In 1983, volume consisted of \$2,150,000 in media, \$372,000 in materials and services and \$2,734,700 in capitalized fees.

Accounts gained: Cinzano North America's Sparkling Varietal Wines, Tropicana Products' new products, Frito-Lay's new products, Pillsbury Co. Lost: None. Billings breakdown: Newspapers 20%, magazines 20%, supplements 5%, radio 5%, spot tv 25%, cable tv 5%, outdoor 5%, business papers 10%, transit advertising 5%. Employees: 10. Top execs: Warren M. Menaker, Kenneth T. Wright, principals; William W. Paul, creative director.
Phone: (312) 266-1177. ☐

Howard H. Monk & Associates, Rockford, Ill., reported gross income of \$958,702 in 1984 on billings of \$7,409,590. In 1983, it reported gross income of \$285,037 on billings of \$2,662,390. In 1984, volume consisted of \$770,575 in media, \$411,588 in materials and services and \$6,227,427 in capitalized fees. In 1983, volume consisted of \$502,941 in media, \$265,509 in materials and services and \$1,893,940 in capitalized fees.

Accounts gained: Mark Controls Corp., Computer Products Inc., Square D Co.'s Ircon Inc., A.Y. McDonald Mfg Co., Great Lakes Instruments, American Chemical Services. Lost: None. Billings breakdown: Newspapers 2%, magazines 80%, radio 5%, spot tv 5%, cable tv 2%, outdoor 3%, direct mail 3%. Employees: 25. Top execs: W.C. Kirschner, president; E.D. Bors Jr., exec vp.
Phone: (815) 964-4631.

Patterson Advertising, Topeka, Kan., reported gross income

of \$870,369 in 1984 on billings of \$5,804,056. In 1983, it reported gross income of \$739,325 on billings of \$4,754,959. In 1984, volume consisted of \$1,962,726 in media, \$646,914 in materials and services and \$3,194,416 in capitalized fees. In 1983, volume consisted of \$1,875,558 in media, \$464,881 in materials and services and \$2,414,520 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 25%, radio 20%, spot tv 45%, business papers 10%. Top execs: Duane T. Patterson, chairman; Donald M. Shurtz, president.
Phone: (913) 266-3636. ☐

Maurice Paulsen Advertising, Sioux Falls, S.D., reported net income of \$39,543 and gross income of \$281,832 in 1984 on billings of \$1,493,324. In 1983, it reported net income of \$25,084 and gross income of \$265,701 on billings of \$1,535,701. In 1984, volume consisted of \$1,281,880 in media, \$163,420 in materials and services and \$48,024 in capitalized fees. In 1983, volume consisted of \$1,320,209 in media, \$167,468 in materials and services and \$48,024 in capitalized fees.

Accounts gained: McKennan Hospital, Great Bear Lodge. Lost: None. Billings breakdown: Newspapers 20%, magazines 34%, radio 11%, spot tv 17%, outdoor 1%, business papers 2%, farm publications 14%, direct mail 1%. Top execs: Maurice Paulsen, president.
Phone: (605) 336-1745.

Peterson-Morris, St. Paul, Minn., reported gross income of \$650,000 in 1984 on billings of \$4,333,000. In 1983, it reported gross income of \$600,000 on billings of \$4,000,000. No volume breakout was provided for either year. Accounts gained: Alaskan Air Conditioning, Broadway Place real estate development, Burgess Industries, General Foods materials handling, Hiner Homes real estate development, Intl Hardware, OmniStripper power paint remover, Metalcote Grease & Oil Co., Schoonover Auto Rebuild, Sexaver Co. (Brookings, S.D.) seeds, TISCO farm equipment, Vomela Specialty Co. graphic designs. Lost: Standard Aero Intl. Top execs: Jack Morris, president; Harlan Stoehr, senior vp.
Phone: (612) 645-0581.

Qually & Co., Chicago, reported gross income of \$422,875 in 1984 on billings of \$3,100,000. In 1983, it reported gross income of \$204,613 on billings of \$1,650,000. No volume breakout was provided for either year. Accounts gained: Marsh Co., Bigsby & Kruthers, Sassy Inc., Bitter Automobile of Germany, Encyclopaedia Britannica special projects. Lost: None. Billings breakdown: Newspapers 10%, magazines 5%, radio 20%, network tv 10%, spot tv 25%, business papers 10%, transit advertising 5%, point of sale 5%, direct mail 5%, other 5%. Employees: Eight. Top exec: Robert Qually, president-creative director.
Phone: (312) 944-0237. ☐

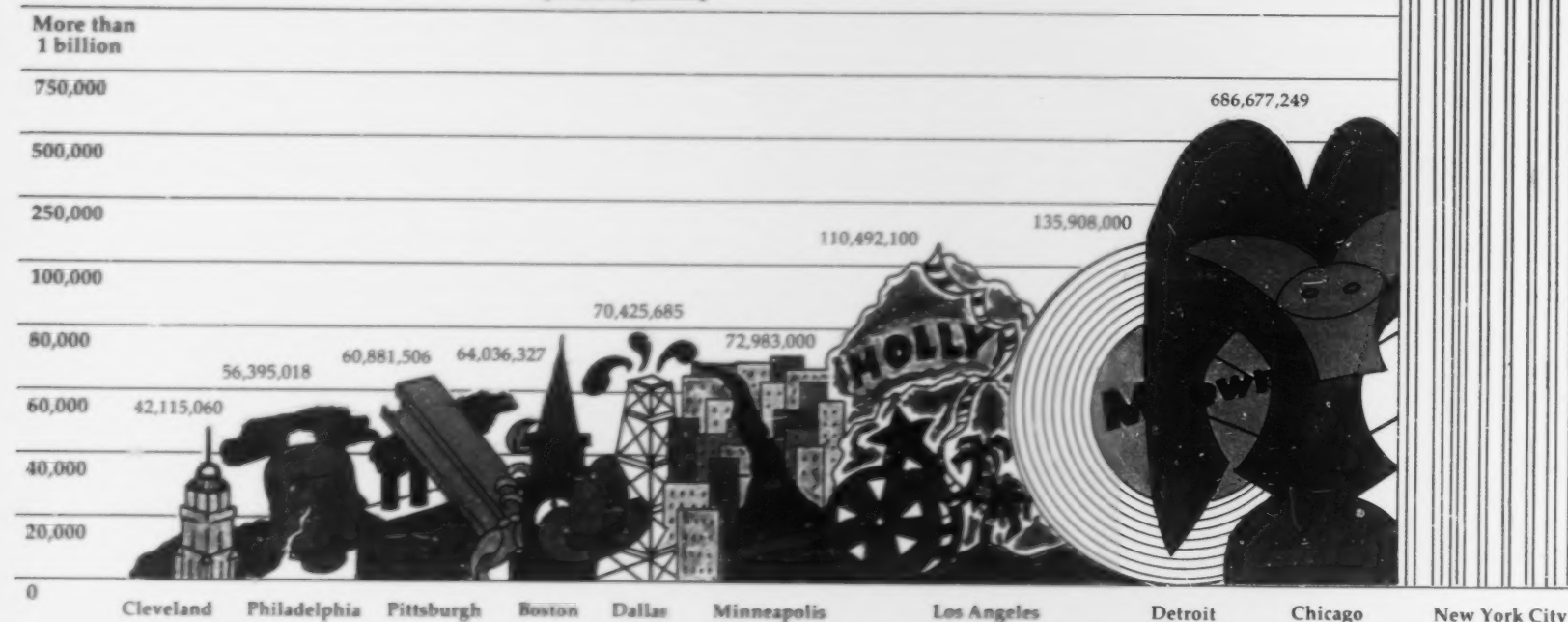
Rathke Blair Kerns & Frost, Rockford, Ill., reported gross income of \$823,080 in 1984 on billings of \$6,503,661. In 1983, it reported gross income of \$777,280 on billings of \$5,070,850. In 1984, volume consisted of \$1,441,123 in media, \$848,145 in materials and services and \$4,214,393 in capitalized fees. In 1983, volume consisted of \$1,016,200 in media, \$638,663 in materials and services and \$3,415,987 in capitalized fees.

Accounts gained: ComputerLand of Iowa City, ComputerLand of St. Charles County, Mo., Northern Petrochemical's Northrop Films div, Mitsubishi Intl Corp.'s JLP North America, Rader Cos. (Portland, Ore.), Manley Motors, Beloit

Profiles with a checked box (☐) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☐†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Advertising concentration by city of I and II agencies (\$000,000)

5,312,322,455



Midwest: IV agencies Less than \$1,000,000



Corp.'s BelComp Controls div., Lenox Machine Co., Pulping Systems. Lost: ComputerLand of Rockford, The Bedroom, Caron Intl. Billings breakdown: Newspapers 17%, magazines 5%, radio 18%, spot tv 16%, outdoor 6%, business papers 21%, farm publications 12%, direct mail 5%. Employees: 19. Top execs: Roger H. Rathke, president; John A. Frost, exec vp; Brian R. Blair, Webb Kerns, vp. Phone: (815) 226-9130. ☐

Rubin-VanSlyke, Bannockburn, Ill., reported net income of \$32,570 and gross income of \$407,130 in 1984 on billings of \$2,714,200. In 1983, it reported net income of \$27,425 and gross income of \$330,230 on billings of \$2,221,520. In 1984, volume consisted of \$937,000 in media, \$710,000 in materials and services and \$1,067,200 in capitalized fees. In 1983, volume consisted of \$758,000 in media, \$556,400 in materials and services and \$907,120 in capitalized fees. Accounts gained: Victor Technologies, Schwarzkopf Inc., Pandex Laboratories, Niehoff Alternator, Eureka X-Ray Tube Co. Lost: La-Marche Mfg. Labsonics Inc. Billings breakdown: Newspapers 5%, business papers 80%, direct mail 15%. Employees: Eight. Top execs: Ronald Rubin, president; Todd B. VanSlyke, exec vp. Phone: (312) 295-7700.

Smith, Badofsky & Raffel, Chicago, reported gross income of \$934,987 in 1984 on billings of \$8,370,299. In 1983, it reported gross income of \$915,200 on billings of \$7,977,257. In 1984, volume consisted of \$2,899,788 in media,

\$1,257,932 materials and services and \$4,212,579 in capitalized fees. In 1983, volume consisted of \$3,171,920 in media, \$1,044,544 in materials and services and \$3,760,793 in capitalized fees.

Accounts gained: COE Laboratories, Downtown Court Club, Crain Communications, Merrill Chase Galleries, Midland Hotel, The Suitery, LTD, Superior Toy, Toojay's Vita Food Products. Lost: Chicago Sun-Times special project, Golden Bear, Great Lakes Computer Peripherals, Balmoral Park, Manor House Foods. Billings breakdown: Newspapers 24%, magazines 5%, supplements 1%, radio 22%, spot tv 35%, outdoor 1%, business papers 5%, transit advertising 2%, point of sale 1%, direct mail 4%. Employees: 21. Top execs: Robert J. Smith, president; Jack Badofsky, vp-creative director; William D. Raffel, exec vp. Phone: (312) 661-1500.

Smith & Yehle, Kansas City, Mo., reported gross income of \$944,964 in 1984 on billings of \$6,302,910. In 1983, it reported gross income of \$975,125 on billings of \$6,504,083. In 1984, volume consisted of \$2,195,017 in media, \$1,260,030 in materials and services and \$2,847,863 in capitalized fees. In 1983, volume consisted of \$2,760,534 in media, \$1,684,886 in materials and services and \$2,058,663 in capitalized fees.

Accounts gained: None. Lost: American Charter, Kansas City Kings. Billings breakdown: Newspapers 15%, magazines 5%, supplements 1%, radio 25%, spot tv 35%, outdoor 1%, point of sale 1%, direct mail 12%, other 5%. Employees: 20. Top execs: Karl J. Yehle, president; Cotton Smith, chairman; John Rylee, exec vp. Phone: (816) 842-4900. ☐

Spangler/Fischer Advertising, Minneapolis, reported gross income of \$302,000 in 1984 on billings of \$3,260,000. In 1983, it reported gross income of \$126,000 on billings of \$1,937,000. In 1984, volume consisted of \$1,390,000 in media, \$829,000 in materials and

services and \$1,041,000 in capitalized fees. In 1983, volume consisted of \$976,000 in media, \$341,000 in materials and services and \$620,000 in capitalized fees.

Accounts gained: Northstar Pizza Corp., Fish Building Supply, Runnings, Resource Bank & Trust, Los of Aspen. Billings breakdown: Newspapers 25%, magazines 15%, supplements 30%, radio 20%, spot tv 7%, point of sale 3%. Employees: 10. Top execs: Phil Fischer, president. Phone: (612) 339-0549. ☐

Storey Berman & Freer, Chicago, reported gross income of \$755,000 in 1984 on billings of \$5,034,000. In 1983, it reported gross income of \$662,000 on billings of \$4,413,700. In 1984, volume consisted of \$3,400,000 in media, \$794,000 in materials and services and \$840,420 in capitalized fees. In 1983, volume consisted of \$2,600,000 in media, \$1,080,000 in materials and services and \$733,700 in capitalized fees.

Accounts gained: Great Lake Financial Resources, ON TV. Lost: None. Billings breakdown: Newspapers 10%, magazines 25%, radio 15%, spot tv 20%, business papers 25%, direct mail 5%. Employees: 11. Top execs: Jane C. Storey, Robert A. Berman, William B. Freer, directors. Phone: (312) 822-9715.

Stral Advertising, Chicago, reported net income of \$7,605 and gross income of \$675,236 in 1984 on billings of \$4,503,824. In 1983, it reported net income of \$6,558 and gross income of \$610,000 on billings of \$4,035,000. In 1984, volume consisted of \$1,519,219 in media, \$1,229,706 in materials and services and \$1,745,219 in capitalized fees. In 1983, volume consisted of \$1,440,000 in media, \$1,147,000 in materials and services and \$1,448,000 in capitalized fees.

Accounts gained: Bodine Electric Co., Microsolutions, Toko America, Trace Instruments. Lost: None. Billings breakdown: Business papers 80%, direct mail 10%, other 10%. Employees: 15. Top execs: Harold M. Stral, chairman; Laurence A. Kaufman, president; Morrie S. Goldman, vp. Phone: (312) 467-1323. ☐

G. Temple Associates, Southfield, Mich., reported net income of

\$30,130 and gross income of \$744,252 in 1984 on billings of \$4,963,676. In 1983, it reported net income of \$7,288 and gross income of \$503,003 on billings of \$3,354,652. In 1984, volume consisted of \$554,084 in media, \$417,391 in materials and services and \$3,992,201 in capitalized fees. In 1983, volume consisted of \$435,781 in media, \$328,270 in materials and services and \$2,590,601 in capitalized fees.

Accounts gained: Alloying Sur-

faces. Lost: None. Billings break-

down: Magazines 80%, direct mail

20%. Employees: 13. Top execs: G.L.

Temple, president; E. Doherty, vp.

Phone: (313) 557-5044. ☐

Tepe, Hensler & Westerkamp, Cincinnati, reported gross income of \$736,500 in 1984 on billings of \$5,606,400. In 1983, it reported gross income of \$540,900 on billings of \$4,049,100. In 1984, volume consisted of \$1,677,300 in media, \$675,500 in materials and services and \$3,253,600 in capitalized fees. In 1983, volume consisted of \$1,167,600 in media, \$595,000 in materials and services and \$2,286,500 in capitalized fees.

Accounts gained: Comquest subsidiary of Cincinnati Bell, Good Samaritan Hospital, Kahn's & Co.'s food service div., Compucare's PCI Systems div., Physiciancare, Taft Broadcasting Co.'s Leisure Properties div., Stearns & Foster Co.'s Textile div. Lost: None. Billings breakdown: Newspapers 5%, magazines 16%, radio 18%, spot tv 10%, outdoor 2%, business papers 35%, direct mail 3%, other 11%. Employees: 17. Top execs: John Tepe, president; George Hensler III, Tom

Westerkamp, vps.

Phone: (513) 241-0100. ☐

Three Arts, Cedar Rapids, Ia., had estimated gross income of \$608,000 in 1984 on billings of \$4,053,100. In 1983, it had gross income of \$584,000 on billings of \$3,893,000.

Accounts gained: Kewanee Machinery, Henkel Bonewitz, Intl Boar Semen. Lost: None. Billings breakdown: Newspapers 6%, magazines 35%, radio 11%, spot tv 12%, outdoor 6%, farm publications 30%. Employees: 18. Top execs: Stanton L. Priske, chairman; Daniel S. Perkins, president-ceo; Larry D. Buchanan, senior vp-creative director; Thomas J. Wyckoff, vp-coo. Phone: (319) 365-7572.

Tunks Communication Group, Minneapolis, had estimated gross income of \$117,000 in 1984 on billings of \$735,050. In 1983, it had estimated gross income of \$181,000 on billings of \$1,143,400. In 1984, volume consisted of \$395,000 in media, \$240,000 in materials and services and \$100,050 in capitalized fees.

In 1983, volume consisted of \$650,000 in media, \$360,000 in materials and services and \$133,400 in capitalized fees.

Accounts gained: Lake State Equipment, Gypcrete, Auto-tel. Lost: Lee Data Corp. Billings breakdown: Newspapers 5%, radio 30%, spot tv 5%, outdoor 15%, business papers 20%, farm publications 20%, direct mail 5%. Employees: Four. Top exec: Frederick E. Tunks, president. Phone: (612) 540-0060.

South: IV agencies Less than \$1,000,000



Adams & Longino Advertising, Greenville, N.C., reported net income of \$71,420 and gross income of \$239,420 in 1984 on billings of \$1,514,540. In 1983, it reported net income of \$63,232 and gross income of \$198,842 on billings of \$1,237,619. In 1984, volume consisted of \$611,757 in media, \$245,788 in materials and services and \$656,995 in capitalized fees.

In 1983, volume consisted of \$473,210 in media, \$264,633 in ma-

terials and services and \$499,776 in capitalized fees.

Accounts gained: Trident Financial Corp., Snark Boats, S.G. Wilkerson & Sons. Lost: North State s&l. Billings breakdown: Newspapers 15%, magazines 30%, radio 5%, spot tv 5%, outdoor 15%, business papers 25%, point of sale 5%. Employees: Six. Top execs: Frank H. Longino Jr., president; Charles P. Adams, vp. Phone: (919) 355-5566.

Profiles with a checked box (☐) indicate an independent CPA or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☐†) were also signed by independent CPAs and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

Barney & Patrick, Mobile, Ala., reported gross income of \$834,000 in 1984 on billings of \$5,563,000. In 1983, it reported gross income of \$771,000 on billings of \$5,049,000. In 1984, volume consisted of \$2,794,000 in media, \$585,000 in materials and services and \$2,184,000 in capitalized fees. In 1983, volume consisted of \$2,405,000 in media, \$198,000 in materials and services and \$2,446,000 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 16%, magazines 10%, radio 22%, spot tv 44%, cable tv 1%, outdoor 3%, business papers 4%. Employees: 18. Top execs: McGowan I. Patrick, president; J. Tyler Turner Jr., exec vp.

Phone: (205) 443-0401. ☐

Bedell Inc., Fort Smith, Ark., reported gross income of \$921,766 in 1984 on billings of \$6,145,107. In 1983, it reported gross income of \$659,605 on billings of \$4,397,367. In 1984, volume consisted of \$2,688,646 in media, \$480,954 in materials and services and \$2,975,507 in capitalized fees. In 1983, volume consisted of \$2,208,811 in media, \$317,274 in materials and services and \$1,871,282 in capitalized fees.

Accounts gained: Wolverine Toy Co., Columbia Savings. Lost: None. Billings breakdown: Newspapers 13%, magazines 6%, radio 31%, spot tv 47%, direct mail 3%. Employees: 32 in three offices. Top execs: Conally Bedell, president; Gary Phillips, vp.

Phone: (501) 782-8261. ☐

Robert K. Butcher & Associates, Shreveport, La., reported net income of \$19,062 and gross income of \$435,900 in 1984 on billings of \$2,274,800. In 1983, it reported net income of \$21,994 and gross income of \$436,400 on billings of \$2,162,200. In 1984, volume consisted of \$872,000 in media, \$581,300 in materials and services and \$821,500 in capitalized fees. In 1983, volume consisted of \$797,900 in media, \$531,900 in materials and services and \$832,400 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 32%, magazines 12%, radio 10%, spot tv 27%, other 19%. Employees: 12 in two offices. Top exec: Robert K. Butcher, president.

Phone: (318) 221-4113.

Cascino & Purcell, Atlanta, reported gross income of \$615,332 in 1984 on billings of \$4,103,030. In 1983, it reported gross income of \$367,372 on billings of \$2,449,829. In 1984, volume consisted of \$2,016,410 in media, \$450,809 in materials and services and \$1,635,811 in capitalized fees. In 1983, volume consisted of \$956,062 in media, \$134,121 in materials and services and \$1,359,646 in capitalized fees.

Accounts gained: American Hoechst's Agricultural Chemicals div's Scout Insecticide and Whip herbicide products. Lost: WGNX-TV Atlanta. Billings breakdown: Newspapers 10%, radio 5%, spot tv 69%, outdoor 9%, business papers 7%. Employees: 13. Top execs: Alfred M. Cascino, president; Andrew J. Purcell, chairman; John C. Freebairn, exec vp; James E. Kelly, senior vp.

Phone: (404) 237-9945.

Chamberlain-Frandolig Inc., Houston, reported gross income of \$352,250 in 1984 on billings of \$2,348,000. In 1983, it reported gross income of \$295,300 on billings of \$1,969,090. In 1984, volume consisted of \$1,275,000 in media, \$140,000 in materials and services and \$933,000 in capitalized fees. In 1983, volume consisted of \$995,000 in media, \$127,000 in materials and services and \$847,090 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 25%, magazines 5%, supplements 5%, radio 30%, spot tv 30%, outdoor 3%, business papers 1%, direct mail 1%. Employees: Five. Top exec: Charles A. Frandolig, president.

Phone: (713) 467-0370.

Communications Trends, Atlanta, reported net income of \$79,051 and gross income of \$741,344 in 1984 on billings of \$6,507,336. In 1983, it reported net income of \$49,407 and gross income of \$481,404 on billings of \$4,225,527. In 1984, volume consisted of \$3,338,099 in media, \$1,207,850 in materials and services and \$1,961,387 in capitalized fees. In 1983, volume consisted of \$2,167,579 in media, \$784,318 in materials and services and \$1,273,630 in capitalized fees.

Accounts gained: Star Ship Stereo, On Cable magazine. Lost: The Associated Press. Billings breakdown: Newspapers 9%, magazines 69%, spot tv 2%, direct mail 20%. Employees: 21. Top execs: Toni M. Augustine, president; Ellen S. Chalef, vp-finance; A. Guy Bost, senior vp-creative director; Michael Montgelas, senior vp.

Phone: (404) 352-2200.

Com/Tech Group, St. Petersburg, Fla., reported net income of \$73,640 and gross income of \$242,850 in 1984 on billings of \$1,340,234. In 1983, it reported net income of \$92,127 and gross income of \$270,963 on billings of \$1,630,494.

The agency's 1984 volume consisted of \$184,981 in media, \$139,639 in materials and services and \$1,015,614 in capitalized fees. Its 1983 volume consisted of \$228,213 in media, \$156,546 in materials and services and \$1,245,735 in capitalized fees.

In 1984 the agency gained: None. Lost: None.

Billings breakdown: Business papers 40%, farm publications 1%, other 59%. Employees: Six. Top execs: Robert C. Pierson, president; Robert G. Koehler, exec vp.

Phone: (813) 321-6500. ☐

Crumbly & Associates, Atlanta, had estimated gross income of \$860,000 in 1984 on billings of \$5,300,000. In 1983, it had estimated gross income of \$735,000 on billings of \$4,900,000. In 1984, volume consisted of \$4,363,360 in media, \$323,000 in materials and services and \$613,640 in capitalized fees. In 1983, volume consisted of \$3,993,370 in media, \$313,000 in materials and services and \$593,630 in capitalized fees.

Accounts gained: Club Esprit, Charian Oriental Carpets. Lost: None. Billings breakdown: Newspapers 32%, magazines 1%, radio 32%, spot tv 33%, other 2%. Employees: 15. Top execs: George P. Crumbly Jr., president; Cheryl C. Miles, exec vp; Thomas M. Crumbly, vp.

Phone: (404) 577-7150.

Dulaney Advertising, Louisville, Ky., reported net income of \$48,603 and gross income of \$774,665 in 1984 on billings of \$4,726,200. In 1983, it reported net loss of \$6,256 and gross income of \$546,770 on billings of \$3,419,414. In 1984, volume consisted of \$1,216,843 in media, \$833,373 in materials and services and \$2,675,984 in capitalized fees. In 1983, volume consisted of \$868,953 in media, \$441,346 in materials and services and \$2,109,115 in capitalized fees.

Accounts gained: Belknap, University Medical Associates, Commonwealth Life Insurance, Whip Mix dental products. Lost: California Waterbeds, Claiborne Farms, Godfather's Pizza. Billings breakdown: Newspapers 11%, radio 30%,

spot tv 14%, outdoor 2%, business papers 15%, point of sale 25%, direct mail 1%, other 2%. Employees: 24. Top execs: W.H. Dulaney, president; Daryl Travis, vp; C.M. DeMuth, secretary-treasurer.

Phone: (502) 587-1711.

Dusenbury & Alban, Durham, N.C., reported gross income of \$648,500 in 1984 on billings of \$4,161,106. In 1983, it reported gross income of \$338,700 on billings of \$2,203,975. In 1984, volume consisted of \$975,000 in media, \$781,571 in materials and services and \$2,404,535 in capitalized fees. In 1983, volume consisted of \$402,000 in media, \$184,500 in materials and services and \$1,617,475 in capitalized fees.

Accounts gained: Oh! Brian's Restaurant. Lost: None. Billings breakdown: Newspapers 15%, magazines 10%, radio 10%, spot tv 60%, other 5%. Employees: 11. Top execs: George Dusenbury, secretary-vp; Ray Alban, treasurer-vp.

Phone: (919) 493-4455. ☐

Emery Advertising, El Paso, reported net income of \$200,000 and gross income of \$800,000 in 1984 on billings of \$3,900,000. In 1983, it reported net income of \$180,000 and gross income of \$700,000 on billings of \$3,633,500. In 1984, volume consisted of \$3,000,000 in media, \$600,000 in materials and services and \$300,000 in capitalized fees. In 1983, volume consisted of \$2,700,000 in media, \$600,000 in materials and services and \$333,500 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 20%, magazines 10%, radio 20%, spot tv 30%, cable tv 2%, outdoor 5%, business papers 5%, point of sale 3%, direct mail 5%. Top execs: Tom Emery, president; Henry Martinez, senior vp-art director.

Phone: (915) 532-3636.

Fraser Advertising, Atlanta, reported gross income of \$110,753 in 1984 on billings of \$714,436. In 1983, it reported gross income of \$103,800 on billings of \$726,000. In 1984, volume consisted of \$383,992 in media, \$83,227 in materials and services and \$247,217 in capitalized fees. In 1983, volume consisted of \$329,000 in media, \$160,000 in materials and services and \$237,000 in capitalized fees.

Accounts gained: World Distribution Systems. Lost: None. Billings breakdown: Newspapers 20%, radio 2%, spot tv 50%, business papers 10%, direct mail 6%, other 12%. Employees: Two. Top exec: Neil L. Fraser, president.

Phone: (404) 892-7060.

Fricke 3 Inc., Raleigh, N.C., reported gross income of \$538,094 in 1984 on billings of \$2,875,870. In 1983, it reported gross income of \$307,005 on billings of \$1,682,548. In 1984, volume consisted of \$1,364,465 in media, \$1,153,293 in materials and services and \$358,112 in capitalized fees. In 1983, volume consisted of \$926,325 in media, \$503,230 in materials and services and \$252,993 in capitalized fees.

Accounts gained: None. Lost: None. Billings breakdown: Newspapers 10%, magazines 45%, radio 5%, spot tv 10%, outdoor 15%, business papers 15%. Employees: Eight. Top execs: Charles H. Fricke, president.

Phone: (919) 848-2015. ☐

Lloyd G. Jakeway Advertising & PR, Houston, had estimated gross income of \$82,000 in 1984 on billings of \$517,612. In 1983, it reported gross income of \$104,000 on billings of \$651,383. In 1984, volume consisted of \$283,512 in media, \$34,000 in materials and services and \$200,100 in capitalized fees. In 1983, volume consisted of \$376,172 in media, \$38,160 in materials and

services and \$237,051 in capitalized fees.

Accounts gained: One. Lost: None. Billings breakdown: Newspapers 6%, magazines 28%, radio 7%, outdoor 52%, direct mail 7%. Employees: Three. Top exec: Lloyd G. Jakeway, president.

Phone: (713) 999-5959.

John Johns & Associates, South Daytona, Fla., had estimated gross income of \$321,000 in 1984 on billings of \$2,056,987. In 1983, it had estimated gross income of \$294,000 on billings of \$1,910,663. In 1984, volume consisted of \$751,720 in media, \$136,787 in materials and services and \$1,168,480 in capitalized fees. In 1983, volume consisted of \$429,650 in media, \$111,232 in materials and services and \$1,369,781 in capitalized fees.

Accounts gained: Volusia Co.'s Duff's Family Smorgasbord, Commercial National Bank, Hunt Club at Countryside, Pelican Bay Golf & Country Club, Ocean Sands Condominium, Fox Furniture, Carter Bedding, Cap'n Coty's Restaurant (Ormond, Fla.). Lost: Bishop's Glen Retirement Center, Summit Village/Orlando, Champs Sporting Goods of Central Florida. Billings breakdown: Newspapers 50%, magazines 5%, radio 20%, spot tv 10%, outdoor 10%, direct mail 5%. Employees: Nine in two offices. Top execs: W. John Johns, president; Brian Bell, senior vp.

Phone: (904) 761-2687. ☐

KSK Communications, McLean, Va., reported gross income of \$826,805 on billings of \$5,512,033 in 1984. In 1983, it reported gross income of \$348,574 on billings of \$2,323,831.

The agency's 1984 volume included \$1,227,615 in media, \$1,162,298 in materials and services, and \$3,122,120 in capitalized fees. In 1983, volume consisted of \$503,118 in media, \$617,825 in materials and services, and \$1,202,888 in capitalized fees.

In 1984 the agency gained: Saab-Fairchild, Weinschel Engineering, Ball Atlantic, COM-MAIL. It lost: Hyperion (Bytec-Comterm), Universal Computers.

Billings breakdown: Newspapers 8%, magazines 19%, supplements 3%, radio 8%, spot tv 5%, outdoor 1%, transit advertising 1%, direct mail 10%, other 45%. Employees: 20.

Top execs: Karen S. Kennedy, president; Carole M. Brown, exec vp.

Phone: (703) 734-1880. ☐

William Mills & Associates, Atlanta, had estimated gross income of \$295,500 in 1984 on billings of \$1,923,382. In 1983, it had estimated gross income of \$251,800 on billings of \$1,634,451. In 1984, volume consisted of \$603,131 in media, \$268,172 in materials and services and \$1,052,079 in capitalized fees. In 1983, volume consisted of \$504,746 in media, \$255,666 in materials and services and \$874,437 in capitalized fees.

Accounts gained: GMD Systems Intl, Pulse Marketing, Broadway & Seymour. Lost: None. Billings breakdown: Newspapers 15%, magazines 50%, radio 5%, business papers 15%, point of sale 5%, direct mail 10%. Employees: 13. Top execs: William E. Mills Jr., president; Eloise B. Mills, corp secretary-media director; Herb Morgan, exec art director.

Phone: (404) 261-4900. ☐

Monett Media Advertising, Atlanta, had estimated gross income of \$625,710 in 1984 on billings of \$4,058,750. In 1983, it had estimated gross income of \$492,638 on billings of \$3,200,750. In 1984, volume consisted of \$2,560,000 in media, \$640,000 in materials and services and \$858,750 in capitalized fees. In 1983, volume consisted of \$1,897,000 in media, \$475,000 in materials and services and \$828,750 in capitalized fees.

Accounts gained: State of Ohio Nissan Datsun Dealers, WRMM-FM. Lost: Oxford Chemicals, Olympic Mfg, Control Data Institute. Billings breakdown: Newspa-

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pers 20%, magazines 1%, radio 20%, network tv 50%, outdoor 5%, direct mail 4%. Employees: Seven. Top exec: David S. Monett, president. Phone: (404) 231-9050. ☐

John L. Moorhead Advertising/PR, Durham, N.C., had estimated gross income of \$119,000 in 1984 on billings of \$789,498. In 1983, it had gross income of \$83,000 on billings of \$539,735. In 1984, volume consisted of \$295,544 in media, \$27,394 in materials and services and \$466,560 in capitalized fees. In 1983, volume consisted of \$192,873 in media, \$65,015 in materials and services and \$281,847 in capitalized fees.

Accounts gained: Soil & Material Engineers. Lost: None. Billings breakdown: Newspapers 15%, business papers 70%, other 15%. Employees: Three. Top execs: John L. Moorhead, president-owner. Phone: (919) 688-6137.

Oldfield Davis, Dallas, reported gross income of \$965,666 in 1984 on billings of \$8,512,287. In 1983, it reported gross income of \$640,822 on billings of \$5,507,444. In 1984, volume consisted of \$1,069,095 in media, \$1,002,200 in materials and services and \$6,440,992 in capitalized fees. In 1983, volume consisted of \$863,481 in media, \$369,680 in materials and services and \$4,274,283 in capitalized fees.

Accounts gained: Murray Financial Corp., Joe Foster Co. Lost: None. Billings breakdown: Newspapers 15%, magazines 35%, radio 20%, spot tv 5%, outdoor 15%, direct mail 10%. Employees: 17. Top execs: Holly M. Oldfield, president, co-owner; Rachel Mostert Davis, vp-secretary, co-owner. Phone: (214) 748-4611.

Poindexter Associates Advertising, Roanoke, Va., reported gross income of \$492,553 in 1984 on billings of \$3,758,668. In 1983, it reported gross income of \$338,774 on billings of \$2,152,709. In 1984, volume consisted of \$1,874,451 in media, \$439,882 in materials and services and \$1,444,335 in capitalized fees. In 1983, volume consisted of \$1,138,647 in media, \$276,087 in materials and services and \$737,975 in capitalized fees.

Accounts gained: Hop-In Food Stores. Lost: Roanoke Valley Cable Tv. Billings breakdown: Newspapers 30%, magazines 5%, radio 13%, spot tv 35%, outdoor 5%, direct mail 2%, other 10%. Employees: 11. Top exec: Dale S. Poindexter, president. Phone: (703) 345-2400. ☐

Rice Advertising, Oklahoma City, had estimated gross income of \$206,166 in 1984, on billings of \$1,367,793. In 1983, it had estimated gross income of \$179,303 on billings of \$967,429. In 1984, volume consisted of \$855,408 in media, \$85,459 in materials and services and \$426,926 in capitalized fees. No volume breakdown was provided for 1983. Accounts gained: Nichols Casing Crews, Napoleon Nash apparel, Keystone Equipment Co. Lost: None. Billings breakdown:

Newspapers 20%, magazines 3%, radio 19%, spot tv 43%, cable tv 5%, outdoor 2%, point of sale 1%, direct mail 7%. Employees: Eight. Top execs: Jim L. Rice, president; Barry L. Smith, vp-supervisor; Vonda L. Rice, vp-finance. Phone: (405) 943-9849. ☐

Shepler & Co., Hickory, N.C., newly formed in 1984, had estimated gross income of \$163,287 on billings of \$1,088,586. Volume consisted of \$220,000 in media, \$363,000 in materials and services and \$505,586 in capitalized fees. Accounts gained: Douglas Battery, AP Parts, Dana Precision Controls div. Lost: None. Billings breakdown: Magazines 20%, point of sale 5%, other 75%. Employees: Five. Top execs: Larry Shepler, president-ceo.

Phone: (704) 322-5807. ☐

Shorey & Walter, Greenville, S.C., had estimated gross income of \$865,000 in 1984 on billings of \$5,700,000. In 1983, it had estimated

gross income of \$840,000 on billings of \$5,600,000. In 1984, volume consisted of \$1,600,000 in media, \$1,600,000 in materials and services and \$2,500,000 in capitalized fees. In 1983, volume consisted of \$1,500,000 in media, \$1,500,000 in materials and services and \$2,600,000 in capitalized fees. Accounts gained: None. Lost: None. The agency did not break down its billings. Employees: 18. Top execs: G.D. Shorey, chairman-ceo; W.J. Walter Jr., president; G. Day Shorey, vp-business development. Phone: (803) 242-5407. ☐

Smelkinson, Cerrati & Co., Hilton Head Island, S.C., reported gross income of \$822,932 in 1984 on billings of \$5,379,928. In 1983, it reported net income of \$207,209 and gross income of \$631,736 on billings of \$4,212,796. In 1984, volume consisted of \$1,093,468 in media, \$971,517 in materials and services and \$3,314,943 in capitalized fees. In 1983, volume consisted of \$1,118,657 in media, \$648,437 in materials and services and \$2,445,702 in capitalized fees.

Accounts gained: U.S. Retirement Co., Beacon Financial Group, Ocean Forest Plaza, The Savings Bank of Beaufort County, Hidden Dunes Shoreline Destin Pointe, (Destin, Fla.), Coastal Land Trust.

Lost: InteRedec. Billings breakdown: Newspapers 25%, magazines 25%, radio 10%, outdoor 5%, business papers 10%, point of sale 10%, direct mail 15%. Employees: 17. Top execs: Marsha E. Smelkinson, president; Karen C. Cerrati, vp; Tobin Spier, vp-client services. Phone: (803) 785-5038.

Smith/Tarter & Co., Amarillo, Tex., reported net income of \$33,617 and gross income of \$521,206 in 1984 on billings of \$3,402,527. In 1983, it reported net income of \$28,974 and gross income of \$460,140 on billings of \$3,093,315. In 1984, volume consisted of \$1,167,284 in media, \$528,884 in materials and services and \$1,706,359 in capitalized fees. In 1983, volume consisted of \$1,164,625 in media, \$276,144 in materials and services and \$1,652,546 in capitalized fees.

Accounts gained: Energas Co., Puget Sound Pontiac Dealers Assn. Lost: Westview National Bank. Billings breakdown: Newspapers 20%, magazines 12%, radio 7%, spot tv 45%, outdoor 2%, point of sale 5%, other 9%. Employees: Nine in two offices. Top exec: Dan M. Smith, president. Phone: (806) 379-6433. ☐

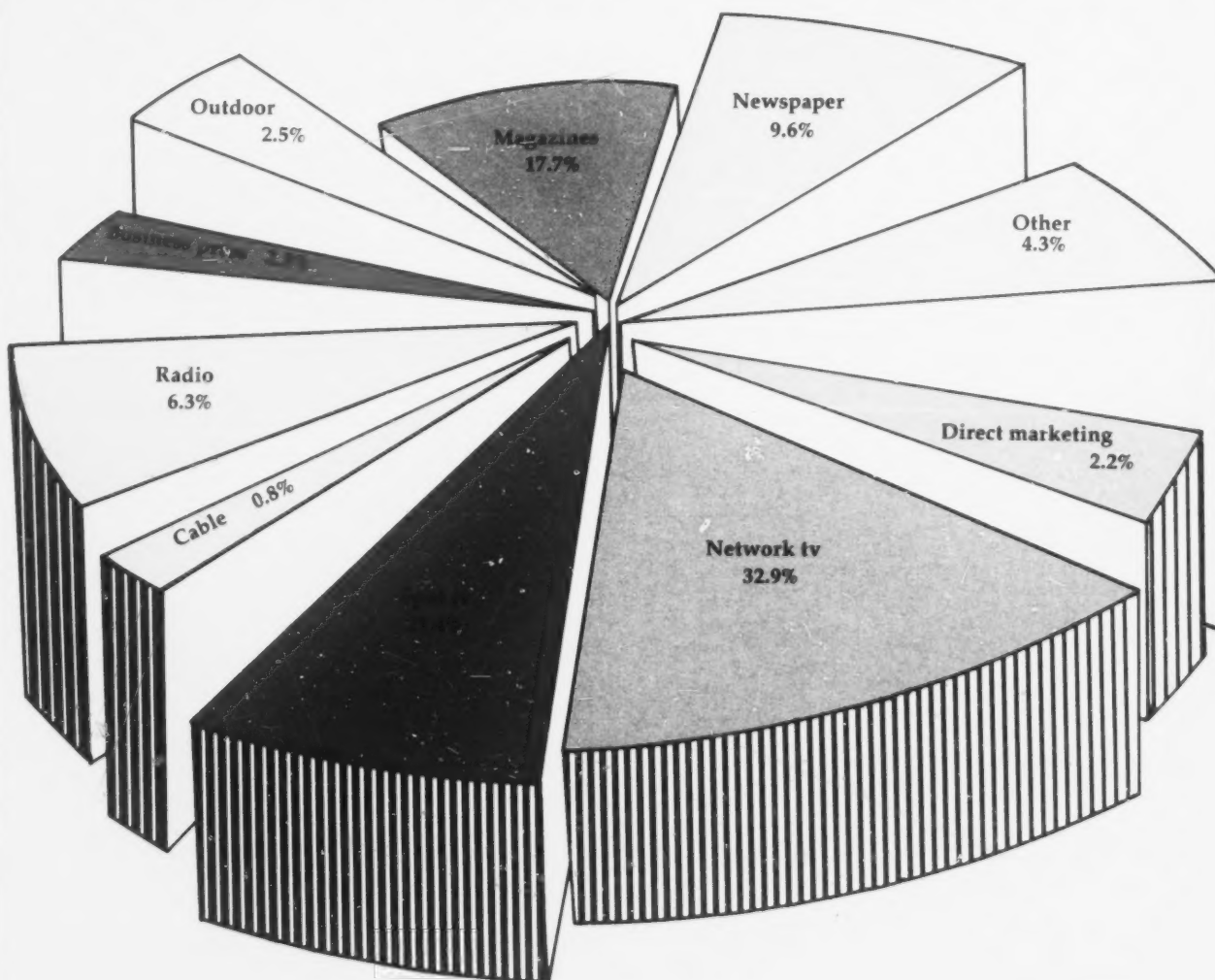
SSF Advertising, Hickory,

N.C., the advertising division of Inform Inc., an association management and public relations firm, reported net income of \$54,000 and gross income of \$681,816 in 1984 on billings of \$4,325,129. For 1983, gross income, billing, and volume figures were not available. In 1984, volume consisted of \$507,360 in media, \$665,654 in materials and services and \$3,152,115 in capitalized fees.

Accounts gained: Hotel Europa (Durham), North Carolina College Foundation, GEL, Hickory Construction, Hickory Throwing Co., Hickorycraft. Lost: Technetic Industries. Billings breakdown: Newspapers 6.8%, magazines 1.6%, radio 5.7%, outdoor 1.5%, business papers 84.4%. Employees: 16 in two offices. Top execs: Paul Fogleman, ceo; James Fry, president; Barbara Short, exec vp. Phone: (704) 328-5618.

Todd Advertising & PR, Fort Worth, Tex., reported net income of \$33,000 and gross income of \$606,118 in 1984 on billings of \$3,741,414. In 1983, it reported net income of \$8,277 and gross income of \$622,799 on billings of \$4,153,511. In 1984, volume consisted of \$696,843 in media, \$640,410 in materials and services and \$2,404,161 in capitalized fees. In 1983, volume

1984 media breakdown of U.S. billings for I and II agencies



NOTE: Compiled from information provided by 144 I and II agencies with total media spending of \$31,710,565,200

Profiles with a checked box (☐) indicate an independent cpa or accounting firm has signed a statement of verification supplied by ADVERTISING AGE. Those with a checked box and dagger (☐†) were also signed by independent cpas and accounting firms who supplied their own verification language that was accepted by the editors. See story on Page 10.

consisted of \$609,397 in media, \$494,130 in materials and services and \$3,049,984 in capitalized fees.

Accounts gained: Total Assets Protection, National Hand Tool, Barnes Petroleum. Lost: Continental National Bank, Snyder Oil Co. Billings breakdown: Newspapers 13%, magazines 51%, radio 8%, outdoor 25%, direct mail 1%, yellow pages 2%. Employees: 18. Top execs: Jerre R. Todd, president; Sue Countryman, senior vp.

Phone: (817) 335-2107. ☑

Oliver White Associates, Atlanta, had estimated gross income of \$700,000 in 1984 on billings of \$4,318,000. In 1983, it had estimated

gross income of \$650,000 on billings of \$4,140,000. In 1984, volume consisted of \$2,600,000 in media, \$785,000 in materials and services and \$933,000 in capitalized fees. In 1983, volume consisted of \$2,250,000 in media, \$690,000 in materials and services and \$1,200,000 in capitalized fees.

Accounts gained: Hyatt Regency Atlanta. Lost: None. Billings breakdown: Newspapers 10%, magazines 60%, business papers 20%, direct mail 10%. Employees: 10. Top execs: Oliver White Jr., president; Pamela K. Nolen, vp-act services; David L. Harrell, vp-creative director.

Phone: (404) 233-6777.

West: IV agencies Less than \$1,000,000



Albright & Price, Lafayette, Cal., reported net income of \$8,182 and gross income of \$197,867 in 1984 on billings of \$1,319,535. In 1983, it reported net income loss of \$13,001 and gross income of \$199,120 on billings of \$1,246,145. In 1984, volume consisted of \$66,865 in media, \$413,034 in materials and services and \$839,636 in capitalized fees. In 1983, volume consisted of \$51,076 in media, \$438,474 in materials and services and \$756,595 in capitalized fees.

Accounts gained: Financial Proformas, Brighter Images, Children's Hospital, ETI Micro. Lost: None. Billings breakdown: Newspapers 40%, magazines 60%. Employees: Five. Top execs: J. Grant Price, president; Gary E. Albright, vp-secretary/treasurer.

Phone: (415) 284-1694.

Ray Coen Co., Los Angeles, had estimated gross income of \$600,000 in 1984 on billings of \$4,000,000. In 1983, it had estimated gross income of \$450,000 on billings of \$3,000,000. No volume breakout was provided for either year.

Accounts gained: Imperial Bank, Shomex Corp., Gem Products, Fredericks-Hansen Paints. Lost: Vagabond Hotel, SAGA Corp.'s restaurant mgmt div. Billings breakdown: Newspapers 30%, magazines 30%, radio 10%, spot tv 5%, outdoor 10%, point of sale 5%, direct mail 5%, other 5%. Employees: Eight. Top exec: Raymond L. Coen, president.

Phone: (213) 477-4183.

Darien, Russell, Hill & Dahl, San Jose, Cal., reported net income of \$246,756 and gross income of \$711,876 in 1984 on billings of \$6,344,117. In 1983, it reported net income of \$158,500 and gross income of \$534,939 on billings of \$4,241,839. In 1984, volume consisted of \$4,676,634 in media, \$475,114 in materials and services and \$1,192,369 in capitalized fees. In 1983, volume consisted of \$2,934,103 in media, \$373,536 in materials and services and \$934,200 in capitalized fees.

Figures include those of U.S. subsidiary:

• DRH&D, Fresno, Cal.

Account gains and losses were not provided. Billings breakdown: Newspapers 20%, magazines 9%, radio 20%, spot tv 45%, cable tv 15%, outdoor 1%, business papers 1%, transit advertising 0.5%, direct mail 2%. Employees: 14 in two offices. Top execs: Frank Darien Jr., president; Earle Russell, vp-secretary; Danny Hill, vp-treasurer; Gary Dahl, vp-creative director.

Phone: (408) 247-2622.

Deulofeu/Wilson Advertising, Culver City, Cal., had estimated gross income of \$539,000 in 1984 on billings of \$3,128,730. In 1983, it had estimated gross income of \$378,500 on billings of \$2,192,100.

In 1984, volume consisted of \$327,937 in media, \$2,640,713 in materials and services and \$160,080 in capitalized fees. In 1983, volume consisted of \$214,554 in media, \$1,873,754 in materials and services and \$103,792 in capitalized fees.

Accounts gained: Datafaction, Wilsons. Lost: None. Billings breakdown: Magazines 95%, radio 5%. Employees: 16. Top execs: Julio Deulofeu, president; Jeffrey Wilson, vp.

Phone: (213) 559-9880. ☑

Alan Frank & Associates, Salt Lake City, reported net income of \$18,077 and gross income of \$985,918 in 1984 on billings of \$6,184,171. In 1983, it reported net income of \$18,077 and revised gross income of \$903,431 on billings of \$5,673,651. In 1984, volume consisted of \$4,602,669 in media, \$1,245,454 in materials and services and \$336,048 in capitalized fees. In 1983, volume consisted of \$4,665,989 in media, \$682,700 in materials and services and \$324,962 in capitalized fees.

Accounts gained: Rick Warner Ford, MCA/Universal, Buildmart Mall, Wyoming Downs, New World Pictures, Benchmark Reality, Utah Safety Council, Sarah Daft Home. Lost: David Early Tire, Circle 'J' Club. Billings breakdown: Newspapers 25%, radio 5%, spot tv 35%, outdoor 5%, point of sale 1%, direct mail 27%, other 2%. Employees: 19 in two offices. Top execs: Alan F. Frank, president-genl mgr; Kazou Shiotani, senior vp; William Brannan, vp-act exec.

Phone: (801) 486-7455. ☑

Gorton Advertising & PR, Los Angeles, called LA West Advertising until the name was changed in December, 1984, reported net income of \$27,607 and gross income of \$643,090 in 1984 on billings of \$3,458,897. In 1983, it reported net income of \$15,032 and gross income of \$371,533 on billings of \$2,357,059. In 1984, volume consisted of \$2,215,643 in media, \$813,906 in materials and services and \$429,348 in capitalized fees. In 1983, volume consisted of \$1,424,952 in media, \$598,634 in materials and services and \$333,473 in capitalized fees.

Accounts gained: Boge of America shock absorbers, Hawaiian Sun natural fruit drink. Lost: American Warranty Corp. Employees: Nine. Top execs: Jack Gorton, chairman; Ethan Eller, cfo; Carol Agern, coo; Jim Barney, pr director.

Phone: (213) 934-8586

Claire Harrison Associates, San Francisco, reported net income of \$51,676 and gross income of \$641,795 in 1984 on billings of \$5,523,460. In 1983, it reported net income of \$49,693 and gross income of \$613,471 on billings of \$5,021,827. In 1984, volume consisted of \$569,967 in media, \$100,334 in ma-

terials and services and \$4,853,159 in capitalized fees. In 1983, volume consisted of \$534,144 in media, \$93,907 in materials and services and \$4,393,776 in capitalized fees.

Accounts gained: Oregon Pacific, Urban West, Computer Aided Design, Multiterminals, Rouse Associates, Field/Gruzen. Lost: 101 Lombard, Suburban House. Billings breakdown: Newspapers 40%, magazines 10%, radio 5%, outdoor 5%, business papers 5%, point of sale 25%, direct mail 10%. Employees: 15. Top execs: Claire Reed, president; Edward Reed, exec vp; Timothy Mitchell, senior vp.

Phone: (415) 543-7760. ☑

Hinton & Steel, Seattle, reported net income of \$11,779 and gross income of \$314,572 in 1984 on billings of \$2,348,748. In 1983, it reported net income of \$12,691 and gross income of \$304,121 on billings of \$2,665,324. In 1984, volume consisted of \$632,865 in media, \$409,251 in materials and services and \$1,306,632 in capitalized fees. In 1983, volume consisted of \$807,877 in media, \$382,764 in materials and services and \$1,474,683 in capitalized fees.

Accounts gained: American Data Base, Chaffey Corp., Multicare Medical Center, Sheraton Tacoma Hotel, Window Visions. Lost: Attachmate. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 10%, business papers 20%, direct mail 5%, other 10%. Employees: 10. Top execs: Dennis Hinton, president; Davis C. Steel, secretary-treasurer.

Phone: (206) 623-0852. ☑

Klein/Richardson, Beverly Hills, Cal., reported gross income of \$435,000 in 1984 on billings of \$2,900,000. In 1983, it reported gross income of \$411,000 on billings of \$2,750,000.

Accounts gained: California Hospital, Medical Fitness Center, Nutrition Health Systems, The Orthodontist, Provident Federal Savings. Lost: Granada Royale Homelands, Aliseo Intl, Hawaii's Own. Billings breakdown: Newspapers 30%, magazines 25%, radio 25%, outdoor 5%, business papers 5%, point of sale 5%, other 5%. Employees: Eight. Top execs: Niel K. Klein, president-creative director; Glenn W. Richardson, exec vp-client services director.

Phone: (213) 652-4450.

Chris Nater & Associates, Albuquerque, N.M., projects net income of \$87,190 and gross income of \$792,400 for 1984 on billings of \$5,266,920. The agency projected its figures on a calendar basis from nine months of its current fiscal year. No figures were provided for 1983. Volume in 1984 consisted of \$731,000 in media, \$27,000 in materials and services and \$4,508,920 in capitalized fees.

Accounts gained: ComputerLand of Santa Fe, New Mexico Health Plan, Pen 'n' Pad, Sport One, Taos Ski Valley, Heights General Hospital. Lost: Mati Jewelers, Solar Age Mfg, Heights General Hospital. Billings breakdown: Newspapers 16%, magazines 6%, radio 11%, spot tv 57%, cable tv 1%, outdoor 8%, other 1%. Employees: 10. Top exec: Chris Nater, president-creative director.

Phone: (505) 298-7200.

New-Venture Advertising, Los Angeles, reported net income of \$185,000 and gross income of \$600,000 in 1984 on billings of \$3,008,800. In 1983, it reported net income of \$120,000 and gross income of \$430,000 on billings of \$2,080,000. In 1984, volume consisted of \$1,225,000 in media, \$850,000 in materials and services and \$933,800 in capitalized fees. In 1983, volume consisted of \$820,000 in media, \$626,350 in materials and services and \$633,650 in capitalized fees.

Accounts gained: Audio-Video Outlets, Data Service Bureau, ICDT Enterprises, Electronic Mail Centers, Perma Tech Industries. Lost: None. Billings breakdown: Newspapers 30%, magazines 35%, radio 15%, network tv 10%, outdoor 5%, business papers 5%. Employees: Seven. Top exec: Doug Hedlund, president-creative director.

Phone: (213) 473-1547. ☑

Pearlman Wohl Inc., Los Angeles, reported net income of \$162,000 and gross income of \$805,000 in 1984 on billings of \$5,870,000. In 1983, it reported net income of \$121,000 and gross income of \$510,000 on billings of \$3,370,000. In 1984, volume consisted of \$4,700,000 in media, \$490,000 in materials and services, and \$680,000 in capitalized fees. In 1983, volume consisted of \$2,500,000 in media, \$350,000 in materials and services, and \$520,000 in capitalized fees.

Figures include those of U.S. subsidiaries:

• Aspen Marketing Group

• Wally Inc.

Accounts gained: Ernst & Whinney, Elm Development Corp., Vista Nohl Corp., Southern California Psychiatric Society. Lost: Marchon Inc. Billings breakdown: Newspapers 20%, magazines 7%, supplements 2%, radio 4%, network tv 3%, spot tv 40%, cable tv 1%, point of sale 3%, direct mail 10%, other 10%. Employees: Eight. Top execs: Wally Wohl, chairman-creative director; Dan Pearlman, president-ceo.

Phone: (213) 277-4684.

Soderberg & Associates, Seattle, reported net loss of \$21,181 and gross income of \$591,327 in 1984 on billings of \$4,270,130. In 1983, it reported net income of \$22,060 and gross income of \$828,444 on billings of \$6,546,631. In 1984, volume consisted of \$1,969,284 in media, \$1,237,568 in materials and services and \$1,063,278 in capitalized fees. In 1983, volume consisted of \$2,130,814 in media, \$1,199,230 in materials and services and \$3,216,777 in capitalized fees.

Accounts gained: Britannia, Bergman Luggage, Calico Inns, KTZZ-Channel 22, Southgate Ford, Seattle Trade Center, Stock Market Foods. Lost: Scandia Down Corp., Union Bay Sportswear.

Black Angus Restaurants. Billings breakdown: Newspapers 14%, magazines 2%, radio 30%, spot tv 42%, cable tv 10%, point of sale 2%. Employees: 15. Top exec: P. Stanley Soderberg, president.

Phone: (206) 285-2070.

Standard PR & Marketing/Standard Worldwide, Universal City, Cal., a member company of Standard Advertising Inc., Tokyo, had estimated gross income in 1984 of \$230,000 on billings of \$1,537,083. The Los Angeles arm of Standard Advertising was founded in mid-1983, therefore, no figures are available for calendar 1983. No volume breakout was provided for 1984. Billings breakdown: Newspapers 10%, magazines 16%, radio 8%, all tv 43%, other 23%. Employees: 12. Top execs: Ken Kichioki, president; Ronald S. Mracky, mgmt director, North America; Peter Johns, creative director.

Phone: (818) 760-6622.

Webb & Associates, Lafayette, Cal., reported net income of \$60,047 and gross income of \$732,316 in 1984 on billings of \$3,312,009. In 1983, it reported net loss of \$9,154 and gross income of \$572,439 on billings of \$2,889,112. In 1984, volume consisted of \$1,184,164 in media, \$959,544 in materials and services and \$1,168,301 in capitalized fees. In 1983, volume consisted of \$1,266,110 in media, \$893,192 in materials and services and \$729,810 in capitalized fees.

Accounts gained: Price Dealership Group, Falcon Development, Santa Rosa Transit, Temaco Path-trace Intl. Lost: None. Billings breakdown: Newspapers 50%, magazines 20%, radio 15%, outdoor 5%, transit advertising 5%, direct mail 5%. Employees: 16. Top exec: John M. Webb, president.

Phone: (415) 283-1733. ☑

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Covey & Koons	102
Craig, Lamm, Hensley & Alderman Advertising	93
Cramer-Krasselt Co.	56
CRE Inc.	103
Creative Advertising	95
Creel Associates	103
Creswell, Munsell, Fultz & Zirbel	60
Crumbley & Associates	107
CTS Associates	103
Cummings Advertising	103
Cunningham & Walsh	30
Andrew Curcio Inc.	98

D

Dailey & Associates	30
Dancer Fitzgerald Sample	33
D'Arcy MacManus Masius Worldwide	33
Darien, Russell, Hill & Dahl	109
Davis Advertising	98
Davis, Johnson, Mogul & Colombatto	60
Dawson, Johns & Black	87
DBG&H	60
DBK&O Inc.	87
Dekrig Advertising	98
Della Femina, Travisano & Partners	33
Detrow & Underwood	76
Deulofeu/Wilson Advertising	109
David Deutsch Associates	60
Deutsch, Shea & Evans	61
DFK Advertising	98
Didday & Branch	103
Diener/Hauser/Bates Co.	61
Dilorio, Wergeles	76
Direct Marketing Agency	61
Doe-Anderson Advertising	93
W.B. Doner & Co.	33
Doremus & Co.	33
Dorland & Sweeney	76
Dorritte & Lyons	61
Dallas C. Dort & Co.	103
Doty, Phillips & Laing	103
Doyle Dane Bernbach International	34
Drossman Lehmann Marino	76
G.M. DuBois Corp.	76
Dugan/Farley Communications Associates	76
Dulaney Advertising	107
Dusenbury & Alban	107
DYR Worldwide	34

Eagle Advertising	98
Charles Edelstein Advertising	98
Ehrig & Associates	95
Eidel Marketing Communications	98
Eisaman, Johns & Laws	61
Eisner & Associates	76
Elbert Advertising	98
Elkman Advertising	76
Emerson Marketing	98
Emerson/Nichols/Bailey	93
Emery Advertising	107
Emery Advertising Corp.	76
John Emmerling Inc.	76
Ensslin & Hall Advertising	93
Epsilon Data Management	61
William Esty Co.	34
Evans Communications	34

F

Fahlgren & Swink	61
Fairfax Inc.	76
Faller, Klenk & Quinlan	62
Fallon McElligott Rice	87
FCB/Direct	36
Fensholt Inc.	103
Thomas G. Ferguson Associates	76
Fern/Hanaway	76
Martin Fiderer Associates	98
Fillman Advertising	103
Finnegan & Agee	93
Firestone & Associates	76
Fitzgerald Advertising	93
FitzSimons Advertising	103
Flax Advertising	98
Fletcher/Mayo/Associates	62
Fogarty & Klein	93
Foot, Cone & Belding Communications	34
Peter Forstenzer Inc.	98
Fortis Fortis Advertising	87
Fotheringham & Associates	96
Fox & Associates	87
Alan Frank & Associates	109
Frankenberry Laughlin & Constable	87
Albert Frank-Guenther Law	62
Frank/James Direct Marketing	87
Franznick & Cusatis Advertising	76
Fraser Advertising	107
Fredericks Kullberg Amato Pisacane	76
Freeman Huenink Zilbert Inc.	87
Fricke 3 Inc.	107
Fry/Hammond/Barr	93

G

J. Ronald Gaffe Inc.	103
Gallagher Group	98
Gann-Dawson	98
Donald W. Gardner Advertising	98
Geer, DuBois Advertising	62
Geers Gross Advertising	36
Gerber Advertising	96
Giardini/Russell	77
Gilbert, Whitney & Johns	77
Daniel Glassman Advertising	77
Goodwin, Dannenbaum, Littman & Wingfield	62
Gordon Bailey & Associates	92

Chester Gore/Eric Mower & Associates	62
Gorton Advertising & PR	109
Graf Multi Media	77
Grant/Jacoby	88
Gray Baumgarten Layport	88
Gray & Rogers	77
Gray Strayton International	77
Greene & Claire	98
Greengage Associates	78
Greenwald/Christian Advertising	78
Gregory & Thomas	23
Grey Advertising	36
Griffin-Bacal	64
Griswold Inc.	64
Gross Townsend Frank	78
Group Three Advertising Corp.	64
GSD&M	64
Gulf State Advertising	93
Gumpertz/Bentley/Fried	96

H

Haddon Advertising	88
Halcyon Associates	98
Haley & Ruckle	98
Haller Schwarz	96
Hallmark Advertising	88
Harland & Tine & White	78
Harmon Smith Inc.	88
Harris-Edward	78
Harrison Advertising	103
Claire Harrison Associates	109
Hart/Conway Co.	99
Haselow & Associates	103
W.J. Haughey	78
HBM/Creamer	36
HCM	36
Henderson Advertising	64
Henderson Friedlich	
Graf & Doyle	78
Hicks & Greist	64
Hiebing Group	103
High Plains Advertising	103
Hill, Holliday, Connors, Cosmopulos	36
Hill Sullivan Brownell	99
Hinton & Steel	109
Hirsch Elliott Inc.	99
Homer & Durham Advertising	78
Huber Hoge & Sons	99
Hughes Advertising	88
Huntsinger, Jelier, Van Groesbeck	93

I

Image Dynamics	78
Impact Marketing & Communications	78
Ingalls Associates	64
Intermarco Advertising	78
Isidore & Paulson	78
John Paul Itta Inc.	78
Dick Jackson Inc.	99

J

Jacobs & Clevenger	103
Lloyd G. Jakeway Advertising & PR	107
JAM & Corbett Advertising	104
James & Thomas	104

Jason Group	99	Livingston/Sirutis/-	96	Mullen Advertising	80	Roggers, French & Co.	96	Storey Berman & Freer	106
Jayne Organization	88	Advertising	96	Muller Jordan Weiss	71	Rolf Werner Rosenthal	72	Stral Advertising	106
John Johns & Associates	107	Lockhart & Pettus	80	Mutual Media Inc.	80	Rosenfeld, Sirowitz & Lawson	48	Sudler & Hennessey	50
Johnston & Johnston Group/-		Loeffler Marley Mountjoy	94	S. Gunnar Myhrbeck & Co.	80	Ross Advertising	90	Sullivan Higdon & Sink	90
Jim Johnston Advertising	78	Lohmeyer Simpson				Ross Roy Inc.	48	Sutton Communications	84
Jonethis Organization	104	Communications	80	N		RSM & K Inc.	100	Symon & Hilliard	84
Jordan, Case & McGrath	40	Lois Pitts Gershon Pon/GGK	68	Nadler & Larimer	71	Rubin-VanSlyke	106		
Jordan/Tamraz/Caruso		Long, Haymes & Carr	68	Naftzger & Kuhe	80	Rumrill-Hoyt	48	T-U-V	
Advertising	88	Lord & Emerson Co.	104	Frank C. Nahser Inc.	89			Tatham-Laird & Kudner	50
Juhl Advertising	88	Lord, Geller,		Chris Nater & Associates	109	S		Taylor Advertising	97
		Federico, Einstein	43	Nationwide Advertising	46	Saatchi & Saatchi		TBWA Advertising	50
K		Lord, Sullivan & Yoder	68	Needham & Grohmann	80	Compton Worldwide	48	TCI Advertising	84
Kalish & Rice	78	Lorsch Group	68	Needham Harper Worldwide	46	Sacks & Rosen	81	Telephone Marketing	
Kallir, Philips, Ross	64	Lubinsky-Schild Associates	100	Newton Associates	100	Saffer Cravit & Freedman		Programs	73
Kalmar Ad/Marketing	99			New Trend Advertising	100	Advertising	90	G. Temple Associates	106
Kamstra Communications	88	M		New-Venture Advertising	109	Murray Salit & Associates	81	Don Tennant Co.	90
Kaprielian O'Leary		Malek Group	100	Noble & Associates	89	Sawdon & Bess Advertising	72	Tepe, Hensler	
Advertising	78	Mandabach & Simms	68	North Castle Partners	71	Sawyer Riley Compton	94	& Westerkamp	106
Karsh & Hagan	96	MARCH Direct Marketing	46	Northlich, Stolley	89	SB & W Associates	100	J. Walter Thompson Co.	50
Kaufman & Maraffi	78	MARCOA Direct Advertising	68	NPC & Associates	100	Scali, McCabe, Sloves	50	Three Arts	106
Keller Haver	99	Marcus Advertising	88			Peter Scannell Inc.	100	Todd Advertising & PR	108
Keller-Crescent Co.	40	Marcus Group	94	O		Schaefer Advertising	81	Towne, Silverstein, Rotter	73
Kelly Michener Inc.	78	Margeotes/Fertitta & Weiss	80	Ogilvy & Mather Direct	48	Ken Schmidt Co.	90	Tracy-Locke	51
Kenrick Advertising	64	Maris, West & Baker	89	Ogilvy & Mather International	48	Sydney Schreiber Inc.	100	Trahan, Burden & Charles	84
Kenyon & Eckhardt	40	MarketAide Inc.	104	Ohlmeyer Advertising	71	Scott Lancaster Mills Atha	96	Tucker Wayne & Co.	73
Kerker & Associates	88	Marketing Directions	96	Oldfield Davis	108	Sefton Associates	90	Tunks Communication Group	106
Keroff & Rosenberg		Marketing Laboratory	100	O'Sullivan Advertising/-		Serino, Coyne & Nappi	82	Unger Associates	94
Advertising	88	Marketing Support	89	Public Relations	80	Shaffer/MacGill & Associates	90	Universal Public Relations	102
Kert Advertising	94	Marquardt & Roche	80	P-Q		Shaller, Rubin & Winer	82	Valentine-Radford	73
Ketchum Communications	40	Marschalk Campbell-Ewald		Parsons, Friedmann & Central	100	Sheldon Fredericks		VamCom Corp.	102
Keye Advertising	99	Worldwide	43	Paragon Advertising		Advertising	100	Van Brunt & Co.	84
Keyes Martin	66	Marschalk Co.	43	& Public Relations	89	Shepler & Co.	108	Vance-Mathews	94
Kinzie & Green	104	Martcom Inc.	89	Patchen Brownfeld Advertising	96	Sherwood & Schneider	82	Venet Advertising	73
Klein/Richardson	109	Martin Agency	70	Gerald Patlis Advertising	100	Shorey & Walter	108	Vicom Associates	73
Klemtner Advertising	66	Jack Mathis Advertising	104	Patterson Advertising	104	Siddall, Matus & Coughter	94	John Volk Co.	90
Knudsen Moore Schropfer	79	J.D. Mathis & Co.	100	Maurice Paulsen Advertising	104	Sieber & McIntyre	72	Frank Vos Co.	84
Kobs & Brady Advertising	66	MCA Advertising	43	Pearlman Wohl Inc.	109	Siesel Co.	82		
Koehler Iversen	99	William Douglas McAdams	70	Penchina, Selkowitz	80	Silberman Whitebrow Dolan	82	W-Y-Z	
Kolker & Gill	99	McAndrew Advertising Co.	100	Penny & Pengra	94	Simms & Melvor	82	Wahlstrom & Co.	84
Kolker, Talley, Hermann	79	McCaffrey & Ratter	80	Pesin, Sydney		Simons Michelson Zieve	90	Waldbillig & Besteman	90
Kolon, Bittker & Desmond	88	McCaffrey & McC	43	& Bernard Advertising	81	Slater Hanft Martin	72	Wardop Murtagh Temple	
Kopf & Isaacson Advertising	99	McCann-Erickson		Peterson-Morris	104	Smelkinson, Cerrati & Co.	108	& Frank	90
Kornhauser & Calene	66	Worldwide	46	Phillips-Ramsey Co.	72	J. Richard Smith Advertising	83	Herbert S. Warmflash	
Kostman/Schmid		McDonald & Little	94	Pihas, Schmidt, Westerdahl	96	Smith, Badofsky & Raffel	106	& Associates	102
& Associates	104	McDougall Associates	80	Pinne, Garvin,		Smith Burke & Azzam	83	Warner, Bicking & Fenwick	84
Kreicker & Meloan	104	McFarland Group	104	Herbers & Hock	96	Smith/Greenland	72	Warren/Anderson	90
KSK Communications	107	McIlhenny-Humphrey	104	Plapler & Associates	81	Smith/Tarter & Co.	108	Warren/Kremer Advertising	84
		McKee Advertising	104	Poindexter Associates		Smith & Yehle	106	Waring & LaRosa	73
L		McKinney Inc.	70	Advertising	108	Soderberg & Associates	109	Warwick Advertising	51
Lane & Leslie Advertising	104	Robert McKim & Co.	96	Bernard Popick Associates	100	Sanford Solarz Co.	100	Webb & Associates	109
Lang, Fisher & Stashower		McKinney Silver & Rockett	70	Poppe Tyson	81	Sommer Inc.	83	Weightman Inc.	73
Advertising	88	M.E.D. Communications	70	Potter Hazlehurst	81	Spangler/Fischer		S.J. Weinstein Associates	84
Hal Langerman Co.	79	Medicus Intercon		PR Associates	89	Advertising	106	Wells, Rich, Greene	51
Larson, Bateman & McAllister	96	International	46	Price/Hazlehurst	81	Specht, Gilbert & Partners	83	West, Gentry & Morris	90
Larwin/Livers Associates	99	Meldrum & Fewsmith	70	Price/McNabb Advertising	94	Neal Spelce Communications	94	Oliver White Associates	109
Lauerer Markin Gibbs	88	Menaker & Wright	104	Pringle Dixon Pringle	81	Spencer Bennett Nowak	83	White, Good & Co.	102
Laurence, Charles & Free	43	Milici/Valenti Advertising	96	Qually & Co.	104	Franklin Spier Inc.	83	Whole Advertising Co.	102
Martin A. Lave Marketing	104	Miller Advertising	70	Quinn & Johnson/BBDO	12	Spiro & Associates	73	Edwin Bird Wilson Inc.	84
Lavey/Wolff/Swift	66	Howard Miller Associates	80	Jules Rabin Associates	100	SSC&B/Lintas Worldwide	50	Wimmershoff & Associates	84
Lawler Ballard Advertising	66	Miller Meester Advertising	70			SSF Advertising	108	Winchell Marketing	
Leber Katz Partners	43	Miller-Reid Group	94	R		Standard PR & Marketing/-		Communications	84
Al Paul Lefton Co.	66	William Mills & Associates	107	Raptis Inc.	100	Standard Worldwide	109	Don Wise & Co.	102
Lempert Co.	79	Mohawk Advertising	89	Rathke Blair Kerns & Frost	104	Starr Seigle McCombs	96	Wolff Whitehill Inc.	84
S.R. Leon Co.	79	Monett Media Advertising	107	Rice Advertising	108	Steen Advertising	102	Wooding & Housley	84
Leonard Monahan Saabye	79	Howard H. Monk		Richard & Edwards	72	Stenrich Group	102	Wray/Ward Advertising	94
Levine, Humbley,		& Associates	104	Richards Group	72	Stephan & Brady	90	Wunderman, Ricotta & Kline	51
Schmidt & Beaver	66	Montgomery & Associates	80	Richardson, Myers & Donofrio	72	Stern/Frank Advertising	102	Wyble Advertising	84
Levy Advertising Associates	99	John L. Moorhead		Mel Richmond Inc.	81	Stern/Monroe Advertising	94	Wyse Advertising	74
Levy, King & White Cos.	79	Advertising/PR	108	Richmond Advertising/-		Stern Walters/Earle Ludgin	90	Yaffe Berline	92
Lewis, Gilman & Kynett	68	Morgan Burchette Associates	94	Reinhold Associates	100	Stimpson Associates	96	Richard Yeager Associates	102
Lieberman-Appalucci	80	Morrow Lewis & Kelley	100	Rizzo, Simons, Cohn	81	Philip Stogel Co.	83	Yellow Pages	
Liller Neal	94	Morvay Advertising	100	Robbins & Ries Advertising	81	Stone & Adler	73	Marketing Services	92
K.I. Lipton Inc.	99	Moses Kimicata Anshell	96	Robinson, Yesawich & Pepperdine	94	Stone, August & Co.	90	Young & Rubicam	51
Lipman Advertising	80	MSA Advertising	100			Stone & Simons Advertising	90	Zam & Kirshner & Geller	102
		Muir Cornelius Moore	70					Zylke & Associates	90

Agency income surges by 17%

(Continued from Page 1)

purchase of Compton Advertising, had year-to-year increases in world income of 33.3%, world billings 34.6%, U.S. income 42% and non-U.S. billings 28.7%.

Growth among agencies in 1984 was most evident among the I agencies—the select group of agencies that top \$15 million in gross income. Sixty agencies entered this grouping in 1984, compared with 54 in 1983. The I agencies accounted for 81% of the world gross income of all agencies monitored and 80% of world billings. In the U.S., they accounted for 74% of U.S. gross income and billings.

The new entries to this select group in 1984 were paced by Lord, Geller, Federico, Einstein, the JWT subsidiary that rose to No. 38 from No. 57 in 1983. Lord, Geller had increases of 106% in gross income and 111% in billings, a performance chairman-chief executive officer Richard J. Lord credits to new business from Book-of-the-Month Club and Charles of the

Ritz Group and from growth in new assignments from existing clients, particularly Scheffelin and IBM (PC jr.).

Chiat/Day, one of the contenders for this year's Agency of the Year, was not far behind, jumping from No. 56 to No. 40 in rank by world gross income. Other newcomers: No. 56 AC&R, a Ted Bates Worldwide subsidiary; No. 57 Medicus Intercon International, a Benton & Bowles subsidiary; No. 58 Rosenfeld, Sirowitz & Lawson, and No. 59 Evans Communications.

The II agencies—those with gross income between \$5 million and \$15 million—included 102 agencies in 1984 compared with 86 in 1983. They accounted for 10% of both world gross income and billings for the 619 agencies reported.

Westport, Conn.-based Barry Blau & Partners recorded the largest jump among them, from No. 216 in 1983 to No. 145 in 1984. Substantial new business from Puralator Courier Corp. and new assignments from IBM and Citicorp

1984 composite statistics in 41st agency report

(\$ figures in 000,000)

Agency group	World gross income range	Agencies reporting	Capitalized fees	U.S. billings	Cap. fees as % of U.S. billings	Total employees	Average employees
I	More than \$15 million	60	2,281.0	27,002.3	8.5	95,183	1,586
II	\$5 million to \$15 million	102	1,181.6	4,736.3	25.0	8,807	88
I & II		162	3,462.6	31,738.6	10.9	103,990	650
III	\$1 million to \$5 million	272	1,488.7	4,181.5	36.0	9,196	33
IV	Less than \$1 million	185	265.6	641.1	41.1	1,920	10
All		619	5,216.9	36,561.2	14.3	115,106	186

Diner's Club were the major contributors to growth at Blau & Partners.

The III agencies—the 272 in this issue with gross income of \$1 million to \$5 million—accounted for 8% of total world gross income and 8.6% of world billings among the agencies. Group IV agencies—the 185 in this issue with gross income of less than \$1 million—accounted for less than 2% of gross income and billings.

The I and II agencies, because of their sheer size, serve as a window to the entire advertising industry,

which Ad Age has plumbed in this 41st agency report by monitoring their productivity, where they spend their clients' money, the relationship of fees to total billings volume, the employment picture and how it is changing, among others.

In general, the most efficient ad shops fall in the II agency sector—the \$5 million to \$15 million gross income category. Productivity—a measure of the number of employees per \$1 million in billings—in this group averaged 1.9.

But employment stability among these shops is more hazardous, the average number of employees dropping 0.7% from 1983 to 1984, to 88, despite a billings boost of 17% for the entire category. The leading shop in productivity (0.56) was Ohlmeier Advertising, a member of the II agency category.

The only I agencies to crack the top 10 in productivity were Laurence, Charles & Free (0.95) and Leber Katz Partners (1.02). While the I agencies are on average less productive (2.4 employees per \$1 million in billings), they are at least hiring as a group—employment in this \$15 million-plus in gross income category rose 6.4% from 1983 to 1984 in the U.S.

The much smaller III agencies (\$1 million to \$5 million gross income) averaged 2.2 persons per \$1 million in billings, and the IV's 3.0 persons, indicating that somewhere among the 102 II agencies there is a point of diminishing returns.

Tv dominated the spending among the I and II agencies with network tv commanding 32.9% of their total billings and spot tv 21.4% of the total. Magazines came in third at 17.7%. Other expenditure breakdowns: Newspapers 9.6%, radio (spot and network) 6.3%, outdoor 2.5%, business press 2.3%, direct mail 2.2%, cable 0.8%, supplements 0.7%, farm and point of sale, both 0.5%, transit 0.2%, and other 2.4%. These statistics were based on the media segment figures supplied by 144 of the 162

agencies in the I and II categories.

The dominant media shops by billings volume reads like the "Who's Who" among agencies: Ogilvy & Mather outpaced the rest in network tv expenditures, spending 51% of its billings in that medium. O&M also led the pack in direct marketing, where it spent 9% of its billings—a tribute to O&M's big direct marketing subsidiary.

Young & Rubicam led the rest in spot tv billings volume, where it spent 22.1% of its billings, and in magazines, which pulled in 17% of the Y&R total. The newspaper king was Wells, Rich, Greene, which funneled 28% of its business into that medium.

BBDO International won in the radio billings race, spending 9% of its volume in that medium; Ted Bates Worldwide took outdoor billings with 8.8% of its expenditures, and Doyle Dane Bernbach was the volume leader in cable, which attracted 2.5% of DDB expenditures.

The growth of capitalized fees as a form of agency remuneration stalled at 10.9% as a composite of capitalized U.S. billings among the I and II agencies in 1984. The percentage actually dropped among the I shops from 8.9% of the total billings for those agencies in 1983 to 8.5% in 1984, which countered the II agency composite increase from 22.7% to 25% of II billings—the latter figures influenced by a large number of direct marketing and specialty type shops (medical advertising, for example) that comprise the II ranks.

Lavey/Wolff/Swift and Lorsch Group topped the top 10 I and II agencies in percentage of fees to total billings, handling all their business by fee.

This relationship of an agency's size to its propensity to take remuneration by fees rather than media commission continues into the III and IV agencies. The percentage of fees to total billings increased from 34.9% to 36% among the III agencies on the year-to-year basis, and moved from 39.7% to 41.1% among the IV agencies.

Saatchi paces agency groups

The meteoric rise of Saatchi & Saatchi Co. Plc in the 1980s was never more evident than in 1984 when it rocketed six places from No. 10 to No. 4 in world ranking by gross income of agency groups/agencies.

The London-based holding company, whose business emanates primarily from New York and London, rose dramatically in 1984 from sizable new business stateside and from the inclusion of financial data from 1984 acquisitions—Hay Group and Yankelovich, Skelly & White.

The holding companies are not ranked in this issue because technically they are not agencies. The accompanying chart illustrates how they line up against agencies in this issue, many of which are their own subsidiaries.

Interpublic Group

Interpublic Group of Cos., New York, comprising agencies McCann-Erickson Worldwide, Marschalk Campbell-Ewald Worldwide, SSC&B-Lintas Worldwide, and Dailey & Associates, had consolidated gross income of \$671,311,000 in 1984 on billings of \$4,477,644,000 compared with gross income of \$566,370,000 on billings of \$3,777,688,000.

Individual members of the holding company and their gross income and billings in 1984: McCann-Erickson, \$325,241,000 gross income on \$2,169,356,000 in billings; Marschalk Campbell-Ewald, \$140,272,000 gross income on \$935,612,000 in billings; SSC&B-Lintas Worldwide, \$182,942,000 gross income on \$1,230,283,000 in billings, and Dailey & Associates, \$22,175,000 gross income of \$147,907,000 in billings.

Interpublic is headed by Philip H. Geier Jr., chairman-CEO. Other top officers include: J. Donald McNamara, president, and Eugene P. Beard, exec vp-finance/cfo.

JWT Group

JWT Group, New York, reported gross income of \$528,300,000 in 1984 on billings of \$3,523,600,000. In 1983, it reported gross income of \$468,200,000 on billings of \$3,122,600,000.

The group is comprised primarily of J. Walter Thompson Co., New York, which had gross income of \$405,800,000 on billings of \$2,706,700,000 in 1984 compared with gross income of \$368,300,000 on billings of \$2,456,200,000 in 1983. Under the J. Walter Thompson banner fall several agencies: J. Walter Thompson USA, Brouillard Communications, Thompson Recruitment Advertising, Market Behavior, and Marti, Flores Prieto.

JWT Group agencies not under the J. Walter Thompson Co. banner include Lord, Geller, Federico, Einstein, Hill & Knowlton, a leading pr agency, E-A International and Simmons Market Research Bureau. Don Johnston is chairman-CEO and chairman exec committee of JWT Group, and chairman-CEO of J. Walter Thompson Co. Hugh P. Connell is exec vp-secretary of JWT Group.

Saatchi & Saatchi Co. Plc

Saatchi & Saatchi Co. Plc, New York, reported gross income of \$426,201,241 in 1984, of which \$209,495,908 was in non-U.S. income, on billings of \$2,390,350,018. In 1983, it reported gross income of \$253,266,000, of which \$142,410,000 was in non-U.S. income, on billings

of \$1,710,569,000.

The company's 1984 U.S. volume was \$1,152,662,333. In 1983, volume of \$771,785,000 consisted of \$562,206,000 in media, \$32,404,000 in materials and services and \$177,175,000 in capitalized fees.

The report incorporates all of the operations in the company, including the non-advertising activities within Hay Group in London, an advertising and management consulting company, and Yankelovich, Skelly & White, the U.S. research company, both of which were purchased in 1984. Saatchi & Saatchi continues to seek acquisitions, recently purchasing Rowland Co., a New York pr business.

Mickelberry Corp.

Mickelberry Corp., New York, comprised of Cunningham & Walsh, Laurence, Charles & Free and Nadler & Larimer, reported consolidated gross income of \$96,030,000 in 1984 on billings of \$755,000,000 compared with gross income of \$92,454,000 on billings of \$631,000,000 in 1983 for a year-to-year increase of 3.9% in gross income and 19.7% in billings.

Individual results in 1984 include: Cunningham & Walsh, \$53,280,000 gross income on \$370,000,000 in billings; Laurence, Charles & Free, \$32,250,000 gross income on \$215,000,000 in billings; and Nadler & Larimer, \$10,500,000 income on \$70,000,000 in billings. C & W also took over Chicago's BBDM in March, 1985.

James Marlar, founder, recently moved up to chairman to allow Richard J. Diamond to become president. Former chairman, Franklin D. Roosevelt Jr., has become chairman of exec committee.

Agency groups lead top agencies

(Figures in \$000,000)

World rank	U.S. rank†	Group/Agency	World gross income 1984	% change 1984-1983	U.S. gross income 1984	% change 1984-1983
1	3	Interpublic	671.3	18.5	315.0	17.9
2	1	JWT Group	528.3	12.8	*324.0	18.7
3	2	Young & Rubicam	480.1	15.9	323.1	17.8
4	10	Saatchi & Saatchi Plc	426.2	68.3	157.4	41.9
5	5	Ted Bates Worldwide	424.4	9.4	263.2	7.7
6	4	Ogilvy & Mather Intl	421.0	21.8	270.5	32.5
7	7	J. Walter Thompson Co.	405.8	10.2	218.2	15.9
8	6	BBDO International	340.0	16.4	235.0	18.1
9	11	Saatchi & Saatchi Compton	337.5	33.2	157.4	41.9
10	13	McCann-Erickson	325.2	21.7	118.5	24.2

* AA estimate

† Foote, Cone & Belding International is No. 8 at \$196.9 million; Leo Burnett Co. is No. 9 at \$163.2 million, and Doyle Dane Bernbach International is No. 12 at \$154.1 million.

NOTE: Agency group Mickelberry Corp. ranked No. 23 worldwide among U.S. agencies with gross income of \$96,000,000 in 1984, up 3.9% from 1983, and No. 20 in U.S. with the same gross income.

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